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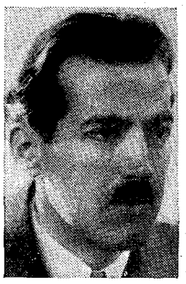
Wall Street Under the New Deal

The Program for Reformation of the Banking System Leaves in Doubt the Future Rôle of the Nation's Financial Center

By Ernest K. Lindley
Of the New York *Herald Tribune* Washington Bureau

In his inaugural address President Roosevelt proclaimed the flight of the money-changers from their high seats in the temple and flung after them the burning accusation that they had "no vision" and knew "only the rules of a generation of self-seekers." Since March 4 the financial community, conveniently known as Wall Street, has had a strange and uncomfortable experience with Washington. The new Administration has closed its doors against the pundits of Wall Street, who for more than a decade had been accustomed to having their views accepted as gospel. It has launched the country on an experiment in monetary management and regulated industrialism which violates many of the sacred tenets of orthodox finance. The special session of Congress enacted legislation controlling the sale of securities and altering the nation's banking system. At the insistence of President Roosevelt, the Senate banking investigation has pushed its way into the affairs of the great private banking houses and exposed to public view Wall Street's holiest of holies, the House of Morgan.



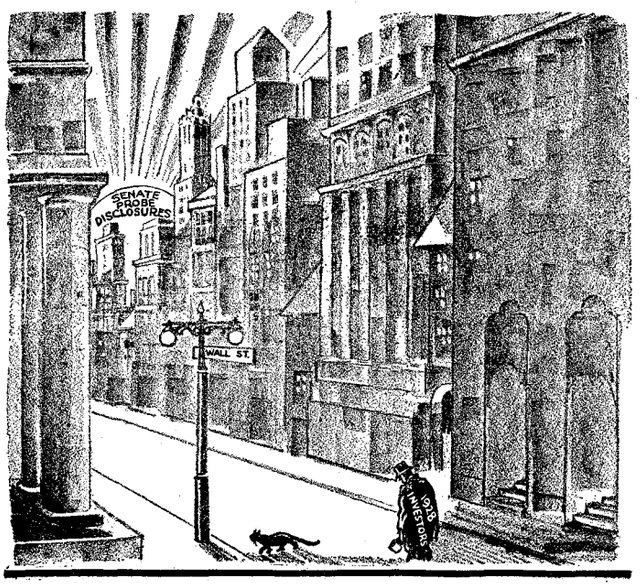
Ernest K. Lindley

Where has all of this left Wall Street? Is its power broken? Or is it merely undergoing a temporary eclipse from which it will emerge to perform its habitual functions under slightly altered rules? There can be no categorical answer to the questions. Amid all the confusion of prophecies provoked by the New Deal's adoption of a frank policy of experimentation there is no greater confusion than that surrounding the future form of the nation's banking system, and particularly the future rôle of Wall Street. The intensity of public emotions and curiosity concerning Wall Street was manifested by the fact that the Senate Banking and Currency Committee's investigation of J. P. Morgan & Company for a time blanketed the rapid forging of a new economic system by the President and Congress. Yet it was not a banking matter but the disclosure that the twenty partners in the Morgan firm had paid no income tax for 1931 and 1932, and only a trifling amount in the aggregate for 1930, which produced the quickest and sharpest reaction of public sentiment. Beginning with the investigation of the National City Bank and its then chairman, Charles E. Mitchell, the way in which the capital gains-and-losses provision of the income-tax law has enabled men of large means to avoid income-tax payments during the depression years was something clear on which the public could put its finger. And it was of acute interest to the salaried man or small business man, who had no securities to sell to establish losses, or who lacked the expert legal talent to coach him in the legal refinements of selling securities to one's relatives or showing losses by the manipulation of family trust funds.

The public reaction was pronounced also to the imposing lists of politicians, financiers, industrialists, publishers and other prominent figures who were "cut in" by the House of Morgan when it floated stock issues. A similar practise was disclosed in the investigation of Kuhn, Loeb & Company. The list of 167 directorships held by Morgan partners, the impressive array of great industrial concerns which kept large deposits with the Morgan firm, the banks with which the Morgan firm had connections through directorships or through deposits, the construction of the Morgan railroad and public-utility empires, the enormous profits piled up in boom years: all these revelations, and many others, undoubtedly confirm the public conviction that Wall Street is a mighty and sinister power. But to date neither the public nor the best minds of Washington have revealed a very comprehensive idea about what should be done with Wall Street's power.

The Banking Problem

Complicated as the banking problem in its largest sense is, it may be divided roughly into three parts: the provision of security to depositors, the assurance of greater security for investors, and the greater objective of determining the kind of banking system which we need to keep our economic machine moving more steadily than it has moved in the past.



CAME THE DAWN
—Doyle in the Philadelphia *Record*

The phase of the banking problem which has the most immediate interest to the largest number of people is security for deposits. During the twelve years up to the beginning of 1933—that is prior to the collapse of the entire banking system which confronted Mr. Roosevelt on March 4—approximately 10,500 banks in this country failed. They contained approximately $5,000,000,000 in deposits. This appalling proof of the weakness of the American banking system produced increasing discussion but very little remedial action until the closing days of the recent special session of Congress. On this question the predominating influence of the financial barons of Wall Street has been on the

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side of some of the reforms which are now generally accepted as needed to strengthen the banking system. The voice of Wall Street has urged the abolition of the dual systems of State and National banks or their consolidation under the Federal Reserve system. Wall Street has advocated the extension of branch banking, which would tend to eliminate the small isolated bank. The opposition has come chiefly from States with large numbers of State banks, and in some instances from the very States which have suffered most from a loose banking system. State banks, in many States enjoying a competitive advantage through less rigid State laws and supervision, have been back of this opposition, but underlying it undoubtedly exists a wide-spread popular fear of the concentration of the control of credit in the hands of the big bankers.

The Glass-Steagall banking bill, admittedly a political compromise, is a partial effort to give the depositor greater security. After January 1, 1934, bank deposits will be insured in full up to $10,000 and on a sliding percentage basis up to $100,000. Two years and a half later the deposit insurance feature—if it is still in existence—is designed to serve as a magnet for a unified banking system. After July 1, 1936, only member banks in the Federal Reserve system or banks which have applied for membership may have the insurance benefits. Further impetus toward a unified banking system is given by the authorization for national banks to enter into branch banking to the extent that branch banking is allowed to State banks in any given State.

This act also attempts to fix greater responsibility for the sound conduct of banks on bank directors, and prohibits the payment of interest on demand deposits, a custom which was deemed to have maintained a dangerous competitive element in banking. More fundamentally, it endeavors to confine the credit of the Federal Reserve system to commercial purposes by separating commercial from investment banking and by endowing the Federal Reserve Board with broader powers to restrict credit to member banks using their funds for speculation in securities, real estate, or commodities. These provisions are an attempt to make the Federal Reserve system what many who helped to create it in 1913, including Senator Carter Glass, thought it ought to be. They would draw a sharp line between commercial credit on one side and credit for investment and speculative purposes on the other, and in doing that they enter the large domain of argument over the functions of a banking system.

The second phase of the problem—greater security for investors—is of keen concern not only to the individual with capital to invest but to the smaller banker and his depositors. During the depression years many small-town bankers were dragged to failure by the depreciation of securities which they bought on the recommendation of their correspondent banks in the large cities. The "truth in securities" act, based on the new principal, "let the seller beware," is a partial remedy for this weakness. Tho purveyors of securities may shrink from the degree of personal liability placed on them, if the act succeeds in restricting fly-by-night financing it should prove a boon to the more reputable banking houses whose intentions are honest even if their judgment sometimes proves bad.

Direction of the Flow

But there can be no security for either the depositor or the investor unless the economic machine can be kept moving more or less steadily. The flow of savings into new enterprise is the life-blood of the capitalist system. Is our banking organization and are our bankers capable of properly directing that flow?

One need not accept the theory that the frenzied speculation culminating in 1929 was the cause of a depression of unprecedented magnitude to join in the cry against the leaders of the banking world for failing to avert the worst excesses of that speculation. The heads of some of the country's largest banks were among the leaders of that wild rush up-hill and over the precipice. The Senate banking inquiry has shown even the conservative House of Morgan joining and profiting from the speculative craze. Since the black days of October, 1929, throughout the country has been heard the repeated incantation of Wall Street. The incantation has had variations—there have even been discordant notes of dissent—but until recently its main theme was to ride the deflationary spiral downward while calling for confidence and hoping that the depression would find a bottom and turn upward from "natural" causes.

Acme

TELLING THE SENATORS ABOUT WALL STREET

Otto Kahn reclines over the table at a dramatic moment in the inquiry

President Roosevelt evinced his complete lack of faith in the ability of the leaders of the financial world to operate or even to understand the operation of the economic machine by his sedulous efforts to divorce his Administration from Wall Street. In so doing he cut off his Administration from the main supply of financial experts. Excepting the assistance received from Governor Meyer of the Federal Reserve Board and the Republican treasury officials who filled a breach temporarily, the United States emerged from the gravest banking crisis in its history, was launched on its greatest experiment in monetary management, and engaged in conversations on intricate financial questions with other countries of the world without the guidance or counsel of any one who could be ranked as an authority on banking or monetary questions. Mr. Roosevelt made William H. Woodin, an industrialist, Secretary of the Treasury. As Governor of the Federal Reserve Board he named Eugene R. Black of Atlanta, a lawyer with a comparatively brief financial experience. The Under-Secretary of the Treasury, Dean G. Acheson, is a lawyer. The Controller of the Currency, J. F. T. O'Connor, is a lawyer, selected partly because of his unfamiliarity with the banking business. Until Dr. O. M. W. Sprague of Harvard University was taken from his post as economic adviser to the Bank of England to be made financial adviser to the Treasury Department, the only financial expert near Mr. Roosevelt's elbow was James P. Warburg. Mr. Warburg, a young New York banker, established himself with Mr. Roosevelt as a member of the "brain trust."

The appearance of Mr. Woodin's name on the lists of ground-floor subscribers to Morgan stocks—in 1929 when he was an industrialist—stirred the Wall Street baiters to demand his resignation. However, Mr. Woodin's independence of the influence of the House of Morgan was manifested to the satisfaction of Mr. Roosevelt's friends by his support of Mr. Roosevelt for the Presidential nomination. He was the only important industrialist or financier in New York who did so. Norman H. Davis, Ambassador at large, also appeared on the Morgan stock lists as a personal borrower from the Morgan firm, and as the recipient of a handsome fee from Kuhn, Loeb & Company, in connection with the floating of a Chilean loan now in default. There again, Mr. Davis's Wall Street connections were known when he was retained as the new Administration's specialist in disarmament, and it is well known that they were a formidable obstacle to his appointment to a Cabinet post.

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Wall Street's Reply to the Senate's Investigation

By Robert Winsmore
Wall Street correspondent of the Philadelphia *Inquirer*

WALL STREET is quite unashamed. For what the Senate's search-light recently revealed of principles and practises of American finance it is making no excuses. Some grim resentment of the search-light's glare and misdirection is still to be heard in the byways. Some indignation against the attendant ballyhoo still eddies in the lee of the Stock Exchange. But there are no apologies for what was disclosed, and one who asks why, is answered, "Why should there be?"

A trumpery mountain labored at Washington and brought forth—not even a mouse. That is how Wall Street shrugs and dismisses the Senate's inquisition. The House of Morgan was rigged out with horns and a tail and pilloried to make a New Deal holiday, but the show didn't half come off. Kuhn, Loeb & Company was paraded and frisked for evidence of sinister legerdemain in banking, but that number was also a palpable flop. More often than not Senatorial questionings lacked substance and intelligence, were far off their marks, were inept or inane.

There you have the Wall Street view. For all his license and support, the prosecuting Pecora quite failed to accomplish the inquisition's converted aims—to indict men and machinery of the market place for deliberately destructive performance, and to brand the private banker, per se, as a malignant growth in the economic body. Pecora quite failed, says the Street, for no thinking man will vote a true bill on either count if he has read of the Senate committee's inquiry that was told in flashy newspaper captions.

Within earshot of Trinity's chimes that is the collective opinion. If it suggests smug complacency, however, the suggestion is misleading. Satisfied tho it is that its weighed institutions have not reasonably been found wanting, Wall Street is, nevertheless, well aware that its leaders and its whole self have once again been disadvantaged before the country. It is well aware that a great deal of misunderstanding has been created, a great deal of latent prejudice stirred up, a great deal of abiding hatred aroused to new snarling by the nation-wide bill-boarding of tax evasions, of "favored" lists, of millions once easily netted from the marketing of securities that have since cost the American public its metaphorical shirt.

Quarrel With Methods

The Street is fully cognizant of all this, yet fully cognizant also of the futility of reasoning with the emotional unreason that it so largely represents. That is why there recently has been so little defensive explanation of the testimony at Washington to offset the distortions and exaggerations that were spread before the rank and file.

Such acceptance and reliance, then, is the attitude there at Mammon Four Corners, where Morgan House squats as solidly as ever in the shadow of the tall Stock Exchange and presents its cold shoulder to the emptied Subtreasury. There is no attendant complaining—at least none so loudly voiced as to carry beyond the neighborhood. And, indeed, if louder complaint were evoked it would not quarrel greatly with the presence of a State inquiry, since occasional State inquiries have come to be regarded as inevitable and not unjustified. The complaint would quarrel, rather, with

SKATING CRAZE HITS WALL STREET
—Thomas in the Detroit *News*

the misdirection, the police-court methods, the undue emphasis upon extraneous matters which, as the market place thinks, characterized the recent Senatorial probing.

For instance, the matter of income taxes. What bearing—this is Wall Street asking—has the payment or non-payment of income taxes by an individual upon the question of the good or evil of private banking as an institution? None—this is Wall Street answering—except as it may serve to insinuate that one or another outstanding private banker is habitually a practitioner of evil, a sly evader of the law, and thus a true representative of a ruthlessly acquisitive financial machine.

Which insinuation, of course, is charlatanry. To pay no more taxes than the letter of the law demands is not only a settled universal custom, but an attribute of human nature. If it is knavery, then the United States is entirely a nation of knaves.

Note that this is one of Wall Street's still-voiced complaints. But note also that Wall Street is nowise sorry that the testimony of non-taxpaying bankers at Washington showed the present income-tax law to be faulty and inefficient. If one result of the Senate's probing is modification or elimination of the inclusion of capital gains and losses in income returns, no satisfaction will be more sincere than that of the financial community. Not only has it suffered much on its own account from that requirement of the law, but it fully agrees with Mr. Otto Kahn's opinion as to the artificial security market conditions periodically produced by its operation.

Even so, the Street considers the Pecora harping on individual tax statements to have been as foreign to the real purposes of the Senate committee's sessions as the introduction of the Ringling midget and the strangely privileged bombast of Huey Long. For his harping on bankers' lists of favored clients and friends, much greater relevancy is acknowledged, yet there is resentment of the false inferences drawn therefrom and boisterously hippodromed before an excitable, uninformed public.

The Sale of Stock

Why—it is Wall Street asking—should wholly sinister intent be imputed to a financing banker's sale of stock at less than public-market quotation to his present or prospective clientele and to those with whom he currently does or hopes to do business? Is this different from the very common practise whereby a manufacturer or jobber or merchant favors business and personal friends by selling them goods quietly at a lower price than the public currently has to pay at retail?

And has a banker an obligation, even an ethical one, to extract from a blindly gambling public in the open market a higher price for stock than he thinks it is worth and is willing to take for it? What material interest or moral right of the public was violated when J. P. Morgan & Company chose to ignore the unduly high market bid of $37 for Alleghany Corporation stock which had lately cost the firm but $20 a share, preferring to turn the stock over to its own clients at the cost price?

Preference to profit-producing clients and associates such as the Morgans and others freely disclosed at the Washington hearings is one of the most conventional practises in corporation financing. That it should have been placarded, by implication, as secret banking chicanery involving, among other evils, a purpose to secure political favor, is what Wall Street resents. It was almost ghoulish glee with which such names as Woodin, Raskob, Baker, Adams, Hilles, Mellon, McAdoo were plucked from the "preferred" lists and waved on high. There was no accompanying explanation that Morgan association with most, and perhaps all, of these men antedated their attainment to political eminence and power.

As an executive industrialist, the present Secretary of the Treasury had association with Morgan & Company for years before his Cabinet seat seemed even a remote possibility. John Raskob traded General Motors millions across the Morgan table years

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A General Staff to Speed Up the Prosperity Drive

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Eastman

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Douglas

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Johnson

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Peek

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Morgan

PRESIDENT ROOSEVELT does not call it a super-Cabinet. But he does not care much what other people call his new council to coordinate all recovery organizations, as long as it does its job. And that job, of course, is nothing less than to move the whole country forward in a few weeks on a concerted drive for renewed prosperity.

"Like all wars, the war on the depression requires a general staff," reflects the St. Louis *Post-Dispatch*. And now we have it in the shape of the new Executive Council which includes in addition to the President and the members of his Cabinet, the following heads of government agencies, whose photographs appear on this page:

Lewis W. Douglas, Director of the Budget.

Jesse H. Jones, chairman of the Reconstruction Finance Corporation.

Hugh S. Johnson, administrator of the Industrial Recovery Act.

George Peek, administrator of agricultural adjustment.

Henry Morgenthau, Jr., governor of the Farm Credit Administration.

William F. Stevenson, chairman of the board of the Home Loan Corporation.

Harry L. Hopkins, Federal Relief Administrator.

Arthur E. Morgan, chairman of the board of the Tennessee Valley Authority.

Joseph B. Eastman, Federal Railroad Coordinator.

Robert Fechner, director of the Civilian Construction Corps.

Mr. Walker's Rôle

These names are very familiar to all readers of the recent Washington dispatches. But the new "Chief of Staff," so to speak, is a new figure in the Washington picture. It is Mr. Frank C. Walker, Treasurer of the Democratic National Committee, who as Executive Secretary of this new council of national recovery, may be thought of as a coordinator of coordinators. In fact, writes Ernest K. Lindley in the New York *Herald Tribune*, Mr. Walker will be "an assistant President in the administrative field in a truer sense than any of the individuals who unofficially have been awarded that title since March 4."

Mr. Walker, it seems, thinks of himself as more of a "buffer" for the President than anything else. The President, we read on, intends "to divest himself of the daily burden of settling a multitude of differences over jurisdiction and administration in order to concentrate on major problems of policy." Some of the problems in coordination which Mr. Walker will have to solve include:

"The powers of the National Recovery Administration and the Agricultural Adjustment Administration with relation to the 30 or 35 per cent. of American industry related to agricultural products.

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"CHIEF OF STAFF"
Frank C. Walker, Executive Secretary of the Recovery Council

"The work of the public works administration and the emergency relief administration.

"The work of the Tennessee Valley Authority and the civilian conservation corps and the public works administration.

"An important part of Mr. Walker's work will be to present the unnecessary duplication of personnel and offices for these various divisions of the Government."

Mr. Walker has for several years been one of the President's close personal friends and political associates. He is forty-seven years old, was born in the anthracite region of Pennsylvania and grew up in Montana where he became a lawyer and a close friend of the late Senator Thomas J. Walsh. He was an original Roosevelt man, who helped Mr. Farley in the big drive for the Roosevelt nomination. He was drafted early in the election campaign to be the treasurer of the Democratic National Committee. Incidentally, it is remembered that he was one of four men who contributed $10,000 each in the Roosevelt fund in 1930.

Function of the Council

Turning from Mr. Walker to the new executive council, we find that it is to meet every week during the summer with the President to confer on recovery. Its function, according to the White House announcement, is "to coordinate the organization and work of the new governmental agencies." From time to time other persons connected with recovery agencies will be included in the Council meetings. As Leroy T. Vernon of the Chicago *Daily News* understands it, the real purpose "is to unite the policies of the Administration on all fronts at once in order that the remedial steps taken to bring about economic recovery may not conflict or move too rapidly in one direction or not fast enough in another."

At the very first meeting the President is said to have told the Council that production is proceeding faster than employment and that industry must cooperate to increase purchasing power without delay.

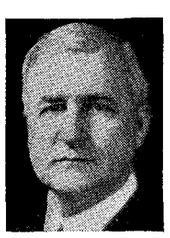
A courageous and wise move, this Council plan seems to the Los Angeles *Times*. The Kansas City *Star* considers it "a signal to the nation that the Administration's expressed desire for a quick and simultaneous start on the huge program of recovery will be translated into positive and far-reaching action."

One of the interesting things about the New Deal to the Sacramento *Bee* is "the manner in which the historic Cabinet has steadily receded back stage, while an entirely new group of officials, called into being by the recovery program, has moved steadily into the foreground."

Why not use the Russian terminology, reflects the Philadelphia *Evening Public Ledger*, and call the new body "the Board of Commissars of Recovery?" Each member, we are told, will have the authority of a Russian Commissar and each will have to create a complicated organization with hundreds of employees forming a great bureaucracy. Concludes the Philadelphia daily:

"Even those who are enthusiastically approving what is going on must admit that we are launched on the most stupendous program of governmental regulation of business ever attempted in any country outside of Russia. Its successful operation will test to the utmost the American genius for organization and execution."

Keystone
Hopkins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The New York Life Greets Director Alfred E. Smith

ALFRED EMANUEL SMITH, flushed of face and nervously fingering a large unlit cigar, faced a battery of newspaper reporters and cameramen the other day in a new rôle. He had just been elected to the board of directors of the New York Life Insurance Company to succeed George M. Reynolds, Chicago banker, who had resigned because of ill health.

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Alfred E. Smith

It was a subdued Al Smith who stood by the side of Thomas A. Buckner, president of the company, in the luxurious, carpeted suite of the board in the main building on Madison Square in New York. Not until the photographers requested a smile did the famous warrior loosen up and beam in customary style.

Mr. Smith will receive only the $50 stipend for attending the monthly meetings of the board, and $20 also once a month for his presence at the meetings of the agency committee. The late Calvin Coolidge served under the same terms.

Civil Service for Postmasters

THE blighting shadow of civil service is creeping nearer and nearer the choicest branch of the political plum tree.

President Roosevelt's recent order, placing postmasters of the first, second, and third class under civil service contains this sentence: "Will you, therefore, be good enough to prepare for me proposed legislation to this effect (placing all postmasterships on a strictly civil-service basis) in order that I may submit it to the next session of Congress?"

There, according to Eliot Kaplan, Secretary of the Civil Service Reform Association, is the nub of the matter, not in the ordering of competitive examinations for all applicants who are not either postmasters now, or on the civil service lists. The fact that under the President's order the Civil Service Commission is to certify three names (not just the name of the applicant with the highest rating) to the Postmaster-General for appointment purposes, makes the order far from ideal from the reform standpoint. According to the New York *Herald Tribune*, the present order does "give a decided advantage to applicants who have won a civil-service rating."

The order affects 1,122 first-class postmasterships (including those in New York, Chicago, St. Louis, San Francisco, and New Orleans), 3,425 second, 10,485 third. The fourth class, 32,672, is now under civil service. A first-class post-office is one with receipts of more than $40,000 a year, second, $8,000 to $40,000, third $1,500 to $8,000, fourth, less than $1,500.

The Falling Off of the Marriage Market

WHAT will the New Deal do for the marriage market?

It is to be hoped that it will do something, editors say, as they sadly contemplate the figures showing that American marriages dropped to an all-time low in 1932. Of course, the depression is blamed.

"For the first time in twenty-one years," says the Associated Press, "the number fell below the million mark. There were only 981,759 in the year, a 7.5 per cent decrease from the year before."

"The one sustaining thought," comments the Toledo *Blade*, "is that romance lives and love will survive till the cloudless day comes."

Another bit of cheer is found by editors in the news that in 1932 the divorce rate also declined, even more than the marriage rate. Telling us more about these statistics, the Washington correspondent of the New York *Times* writes:

"Prior to 1931, the lowest marriage rate since 1867 occurred in 1917, when large numbers of the male population were in war service.

"Marriages performed throughout the United States in 1932 numbered 981,759, or 79,032 fewer than for the preceding year, the preliminary figures show.

"Thus while financial stringency reduced the marriages by 7½ per cent. in 1932, compared with 5.9 per cent. in 1931, the toll on divorce was even more noticeable. Divorces fell by 12.7 per cent. under 1931, when they numbered 183,664, to 160,329.

ALARMING REPORT

—Summers in the Cleveland *News*

"This compared with a reduction of 4.1 per cent. in the number granted from 1930 to 1931, while the 3,900 marriages annulled during 1932 compared with 4,339 for the preceding year."

But "cold figures do not tell the story when they say that the ratio of marriages to the population fell to its lowest in 1932," says the Brooklyn *Eagle*. "This signifies the thwarting of many fond plans and bright hopes. It brings the conditions of that year much nearer our sympathies than does the price of hogs or the scarcity of tax collections.

"It probably signifies that many young people anxious to marry were standing by their relatives in need and putting off their own happiness. Quite possibly it means also that many who would have met and drifted together toward matrimony, or even hastened in that direction, never met at all, but stayed home and economized."

"Dora's" American Cousins

THE British had their "Dora," and now we match them with our "Nira."

The first is a nickname composed of initials of the principal words in Defense of the Realm Act, and the second, as probably everybody knows, stands for our new National Industrial Recovery Act.

Other initial names are cropping up as the Roosevelt Administration pushes its fight on the depression, and several are listed for us by the Washington *News:*

"AAA"—Agricultural Adjustment Administration.

"TVA"—Tennessee Valley Authority.

"HOLC"—Home Owners Loan Corporation.

"PWA"—Public Works Administration.

"FERA"—Federal Emergency Relief Administration.

In such short-cuts there is a tendency to imitate the British, says *The Jersey Journal*, adding that it should be encouraged. One advantage is that "newspapers can get the word 'Nira' in a head-line easily, and will not have to omit half the idea as they do when they abbreviate the title of the act to 'Recovery Act.'

"But there is something even more important. There is a real feeling of intimacy in speaking of the bouncing baby which Congress bore to the President by such a familiar title as Nira. Whether one applauds Nira or derides her, an American citizen must prefer the suggestion of personal authority on the subject conveyed in speaking about the goings-on of Nira which is totally absent in any reference, no matter how learned, to the act by its longer popular title."

Inviting its readers to contribute suggestions for nicknames which will aid in simplifying and identifying the titles of acts of 1933, *The Jersey Journal* makes some suggestions itself: "The National Emergency Banking Act could be called Neba; or the Farm Relief and Inflation Act with its Thomas Inflation Amendment might just as well be known as Fareflat (FArm RElief and inFLATion)."

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The Outcry Over the Increasing Price of Bread

A BATTLE over the rising price of bread, between the Administration and the American Bakers' Association, holds the attention of the consuming public.

Up goes the cry of "profiteering" as reports pour into Washington of sharp increases in the price charged.

From George N. Peek, Administrator of the Agricultural Adjustment Act, comes a threat to license the entire baking industry, if necessary, to prevent "gouging."

Issuing another stern warning to bakers, Secretary of Agriculture Wallace announces that all reports of profiteering are being turned over to the Department of Justice for investigation.

Then the baking industry heatedly retorts, through Henry Stude, president of the American Bakers' Association, denying all charges of profiteering, and protesting against "this baseless innuendo."

How the Controversy Began

The controversy started just before the processing tax of thirty cents on each bushel of wheat milled went into effect. This tax warranted an increase, according to Secretary Wallace, of not more than 1½ cents in the cost of a pound loaf of bread. But complaints began to arrive from many parts of the country that bakers were jacking up the price beyond that figure. In Iowa, it was said, an increase of three cents a loaf, from five to eight, was planned. Then the Administration spoke.

In a telegram sent to the Mayors of forty-nine cities, Secretary Wallace gave notice that complaints of "unreasonable increases" were being received.

"A special vigilance in consumers' interests is imperative," he said. "This is no time for pyramiding. Placing unwarranted burdens on the consumer should not be tolerated."

Secretary Wallace's stand is based on an argument once used by the bakers themselves, we are told by the Washington correspondent of the New York *Times:*

"He recalled that in 1931, when the course of wheat prices was constantly downward and there was a wide demand for reduction of bread prices, the baking industry argued that wheat prices were a minor factor in ultimate bread costs.

" 'If the argument was true in 1931,' said Secretary Wallace, 'it should also be true to-day when wheat prices have turned upward.' "

But all these charges of unwarranted increases are "highly unfair," declared Mr. Stude. He had canvassed the country, he told Secretary Wallace, and "in not one single instance can the charge of profiteering or pyramiding be substantiated." Then:

"My pledge to you was, 'the baker will pass on to the consumer only so much as he is compelled to pay—and no more.' I still stand by that statement and no one can prove the violation of this pledge.

"We bakers—and we alone—unfortunately have had to assume the unenviable task of conveying to the customer this new processing tax which is the forerunner of others yet to come. We have been caught in the cross-fire of unfair criticism. Do you not think our industry is entitled to greater consideration?"

Editors look at the controversy from several angles.

"Bakers and law-enforcement officers should realize," says the Washington *News,* "that the public is particularly sensitive about profiteering in the staff of life. A long line of government investigations has shown that a large fall or rise in the price of wheat usually results in injustice to the bread-buying public. The public is not given the full benefit of a falling market and it carries more than its share of a rising market."

"Some increase in bread prices may be expected," remarks the St. Louis *Post-Dispatch,* "but any effort to make it exceed the rise in wholesale costs should be squelched by drastic and immediate action." And then there is this reminder from the Chicago *Daily News:* "If necessary the old-fashioned bread-pan can and will be brought back into use by thrifty and expert housewives."

Taking a broad view of the situation, the Milwaukee *Journal* says:

"We are accepting without much concern the fact that we shall have to pay more for bread. We are taking it philosophically as one of the things that just has to be if the country is to keep on climbing up out of the depression hole."

In a Line or Two

SOME folks don't even like to get up to see the dawn of a new era.—*Atlanta Constitution.*

IT seems that with our multimillionaires nothing is certain except death and the dodging of taxes.—*Judge.*

"STEAMSHIPS, stabilized, lose their roll, whereas business, done the same way, gets it back."—*Arkansas Gazette.*

THE "dry States" appear to be merely those States where the politicians didn't know what the people thought about it.—*San Diego Union.*

KANSAS hen laid four eggs in one day. Now what are the experts who are against overproduction going to do about that?—*Florida Times-Union.*

AND, after the "brain trusters," with their theories, rub up against the old-time politicians in Washington they should be pretty smart fellows.—*St. Joseph News-Press.*

THE new model inspirational biographies are quite attractive. The poor boy, by thrift and industry, finally gets so rich he doesn't have to pay any income tax.—*The New Yorker.*

ADD similes of 1933: As public as the affairs of a private banker.—*Norfolk Virginian-Pilot.*

BEST news of the week: Authorities are beginning to quarrel about what caused the recovery.—*The New Yorker.*

ACCIDENTS WILL HAPPEN
—Talburt in the Washington *Daily News*

IT begins to look as if the next war would be fought to make democracy safe for the world.—*Springfield Union.*

A NEW Russian film is called "The House of Death," and so we conclude that the Russians are still their old cheery selves.—*Nashville Tennessean.*

EX-PRESIDENT HOOVER is understood to think that this business recovery only goes to prove that he could see further around the corner than anybody else.—*Norfolk Ledger-Dispatch.*

THE new president of the W.C.T.U. promises a Carry Nation type of leadership, "if necessary." Oh, well, that means increased production at the hatchet factory.—*Indianapolis Star.*

ACCORDING to a scientist, a mosquito will always bite a rabbit in preference to a human being. But we seem never to have a rabbit handy at the psychological moment.—*Atlanta Journal.*

IF a child begins to become unmanageable, advises a Chicago expert, switch his attention. Ah, how we do progress! That wasn't what they used to switch when we were a boy.—*Boston Herald.*

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They Stand Out From the Crowd

NOT even a Crown Prince can make a prima donna quail. **Rosa Ponselle** cries out "Ha, Ha! Who's smoking?" It was during an appearance over in Naples, and if she didn't say "Ha, Ha," the reporters are to blame. And the culprit was Italy's heir to the throne who gallantly crushed out his cigarette. The great Rosa of the Metropolitan opera comes from an Italo-American family in Meriden, Connecticut, who are all musical, Carmela, a little the elder of Rosa, being known also to fame, but a brother, said to have a fine voice, prefers the family coal business. Rosa has climbed steadily to eminence with rôle after rôle, in Italian opera, finally to be acclaimed in both New York and London as the finest *Norma* of the day.

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THE appointment of **Sir Eric Drummond** as British Ambassador to Rome, where he will take his post probably in October, brings to mind his distinguished record as First Secretary-General of the League of Nations, from which he retired this year.

Keystone

Fifty-seven years of age this coming August, his appearance is that of a small-town banker, rather preoccupied in mind. But a cartoonist once drew him as a choir boy, and some say he still gives that impression.

But back of his shyness is rugged strength. Lord Balfour, in his memoirs, called him "the perfect private secretary."

OUT of moviedom goes **Rex Ingram**, famous Irish-born director, to embrace the Mohammedan religion under the name of Ben Allem Nacir ed Ben, which means "son of the wise victory of faith." To all American business men he recommends this religion as "a real philosophy of life," which teaches that "works are not the only virtue." High spots in Ingram's varied career: A brakeman in the New Haven railroad yards, a member of the Royal Flying Corps in the war. In 1921 he married Alice Terry, and that same year won fame as the director of "The Four Horsemen of the Apocalypse."

Keystone

THE man who delights in giving away dozens of millions, but is rather discriminating in handing out new dimes, now looks forward to his ninety-fifth birthday, five years from his goal. Back in 1920, **John D. Rockefeller, Sr.**, said: "I hope to live 100 years and then I shall begin to really live." On his ninety-fourth birthday, July 8, he was "feeling better than ever."

By Jo Metzer © 1933 by the Philadelphia *Inquirer*

Rockefeller got his first job at sixteen as assistant bookkeeper with a Cleveland firm at $17 a month. Later he organized a small oil-refining concern in Cleveland. In 1881 he formed the great Standard Oil trust, which was not dissolved until 1911. To-day his chief pleasures are motoring and golf.

SHE gained membership in the American Rocky Mountain Alpine Club by climbing five mountains more than 10,000 feet high, and now **Miss Jessie Gray**, gray-haired, well-built, trim and personable, has climbed to the presidency of the National Education Association. Born in London, she came to Philadelphia as a child, graduated from Girls' High School and Philadelphia Normal School, and is now a teacher in the Stevens School of Practice of the Philadelphia Normal School. She considers teaching the highest form of public service.

What's the Name, Please?

Roosevelt — The President — not *ruze'velt* nor *roze'velt*, but *ro'ze-velt* — three syllables, please.

Delano—His middle name—*dell'a-no*, not *de-lay'no*.

Reykjavik—Iceland's sea- and air-port—*ray"kya-veek'*.

Ickes—U. S. Secretary of the Interior—rimes with *rickeys*.

Buchan—Scottish M. P. and writer—is called *Buck'han*.

—**Frank H. Vizetelly**

MAKING **Col. John Reed Kilpatrick** head of Madison Square Garden cost New York's fistic arena a cash customer, the Colonel himself. He would pay to see almost anything the Garden put on. Colonel Kilpatrick is forty-four to-day, stocky, handsome, athletic—as befits a golfer and swimmer. His hair is graying and thinning. A born New Yorker, he spent much of his boyhood in the South, acquiring a drawl. He idolized Jim Corbett as a boy, and boxed in prep school. In Yale he switched to the shot put and football. His business, hitherto, has been building sky-scrapers. He served under Pershing in Mexico and the World War.

Wide World

THO deeply religious, **Mrs. Ida B. Wise Smith** of Des Moines, newly-elected president of the National Woman's Christian Temperance Union, has a sense of humor, and likes to tell about receiving ten cents in the mail with an anonymous letter saying the dime was "to start a fund for the purpose of clearing you out of the country." Sixty-two, 5 feet 4½ inches tall and about 150 pounds in weight, she is vigorous and affable, attractive in appearance, fond of blue dresses and easy with her appetite. She is an honorary minister in the Church of Christ, and has made an intensive study of the Holy Land.

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Otis Skinner celebrated his seventy-fifth birthday a few days ago by rehearsing a new part. The veteran actor—an active versatile player for fifty-six years—gave himself only a few days' rest between his black-face rôle as the hero in the Players' revival of "Uncle Tom's Cabin" and a summer try-out in a difficult new Scandinavian play. Tireless, industrious, jovial, gracious, ruddy-faced and slightly rotund, Mr. Skinner is one old-time actor who can keep up with the youngest. In fact, he thinks that when it comes to the life of the "road," with its bad hotels, primitive theaters, irregular hours, and the strain of constant travel, he can endure it rather better than the younger generation.

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News and Comment From the National Capital

President Roosevelt Recruits Two More Government Advisers from College Halls, Bringing the Identified Personnel of His "Brain Trust" to Twenty

WASHINGTON — President Roosevelt refuses to blush or to apologize for what we like to deride as the Administration's "Brain Trust," a group of official or semiofficial advisers, drawn for the most part from academic life. Instead, he continues to bring the professors in, find desk room (if not always compensation) for them, lay his problems in their laps, and go his way rejoicing.

The list lengthens weekly. And whereas they formerly arrived in Washington one at a time, they are now beginning to arrive in pairs. We find ourselves bumping into them wherever we turn, and most of us confess we rather like it. For there is something refreshing about them. For one thing, they are never prophets of despair. They never confess defeat. No exigency overwhelms them, or finds them at a loss for an expedient.

They may be impractical at times, or most of the time. They may be too much devoted to untried theories and to certain disquieting "isms." They may have only a limited knowledge of governmental realities. But they are an intelligent, an unselfish, an honest, and a loyal lot. And it is no wonder that Mr. Roosevelt finds more satisfaction in turning to them for counsel than to the type of hack politician that has infested Washington for generations.

The Latest Arrivals

The last two academicians to arrive and to be admitted to the charmed circle are Prof. James H. Rogers, Ph. D., a native of South Carolina and head of the Department of Political Economy of Yale since 1913; and Prof. George Frederick Warren, Ph. D., a native of Nebraska, and holder of the chair of agricultural economics and farm management at Cornell.

They have come to survey the financial and budgetary problems of the Federal Government, and are prepared to devote the remainder of the summer to the job. Also, unlike some of the others, they will work without pay. They will report direct to the President when their job is finished.

Exactly what the job involves is a bit of a mystery. Altho Federal finance and the budget are provinces of the Treasury Department, the two investigators and surveyors will not work there. They will work at the Department of Commerce. Also it was the Secretary of Commerce, Daniel C. Roper, who introduced them around, found them office space, and made them feel at home. Nor has Lewis William Douglas, Director of the Budget and adviser-in-chief to the President on budgetary matters, been heard from regarding the survey.

No one seems to know how cordially he may have welcomed the newcomers, arriving with the avowed purpose of studying his system and his methods. He would scarcely hold against them, however, the fact that they are school-teachers. He himself is not without pride in the fact that he did some teaching at Amherst once upon a time, and, according to tradition, he did it remarkably well.

The two new recruits from college life, brought in with the others to serve as offi-

Underwood

PROF. GEORGE F. WARREN

Who, with Prof. James H. Rogers, joins the Roosevelt "Brain Trust"

cials or to reenforce our Executive staff, brings the number of those who have been actually identified, up to twenty. President Hoover's early months in the White House were distinguished, among other things, for the number of boards and commissions appointed by him. In his first half-year in the White House he had a total of twenty such organizations under his command. The number increased to more than seventy before the four-year period expired.

Personnel of the "Brain Trust"

If he goes on at the present rate, President Roosevelt will be able to match or perhaps distance the Hoover commission record with his own record of professors in office. A roll-call of the Roosevelt group before the arrival of Professors Rogers and Warren, and the character of their service, reveals:

Raymond Moley, Ph. D., former professor of public law at Columbia, now Assistant Secretary of State.

M. L. Wilson, graduate, Iowa State College, former professor of agricultural economics at Montana State College, now Production Director, Department of Agriculture.

William I. Meyers, Ph. D., former professor of farm management at Cornell, now Assistant to the Chairman of the Federal Farm Board.

Rexford G. Tugwell, Ph. D., former professor of economics at Columbia, now Assistant Secretary of Agriculture.

Adolph A. Berle, A. M., former professor of transportation at Harvard, now special assistant to the board of Reconstruction Finance Corporation.

John Dickinson, Ph. D., former professor of law at the University of Pennsylvania, now Assistant Secretary of Commerce.

Howard E. Babcock, B. A., former professor of marketing at Cornell, now Assistant to the Chairman of the Federal Farm Board.

Herman Oliphant, D. J., former professor of law at Johns Hopkins, now General Counsel of the Federal Farm Board.

Manley O. Hudson, S. J. D., former professor of international law at Harvard, now American member of the Permanent Court of Arbitration.

W. M. W. Splawn, Ph. D., former professor of economics at the University of Texas, now adviser to the House Committee on Interstate Commerce.

Isador Lubin, Ph. D., former professor of economics at the University of Missouri, now Commissioner of Labor Statistics, Department of Labor.

Mordecai Ezekiel, Ph. D., former professor of economics at the University of Maryland, now economic adviser to the Secretary of Agriculture.

O. M. W. Sprague, Ph. D., former professor of banking and finance at Harvard, now Special Assistant to the Secretary of the Treasury.

George F. Zook, Ph. D., former professor of modern history at Pennsylvania State College, now United States Commissioner of Education.

Arthur E. Morgan, D. Sc., former president of Antioch College, now Chairman of the Board of the Tennessee Valley Authority.

Harcourt A. Morgan, B. S. A., former dean of the school of agriculture of the University of Tennessee, now member of the board of the Tennessee Valley Authority.

Lindsay Rogers, Ph. D., former professor of public law at Columbia, now industrial adviser to the Deputy Administrator of Recovery.

Earle Dean Howard, Ph. D., former professor of economics at Northwestern University, now Deputy Administrator of Recovery.

Most of the professors now in public life remain modestly in the niches to which they have been assigned. They come, they settle down to serious work, and only occasionally are they as individuals heard from.

DIOGENES.

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Peace Guaranteed Between Germany and the Vatican

Hitler Happy Over Concordat Reached at Rome by Which Politics and Religion Are Separated and Reich Catholic Citizens Adhere to the New National Socialist State

A DISTINCT moral victory for Chancellor Adolf Hitler is seen in the concordat reached between the Catholic Church and Germany. At the same time that Hitler obtains from the Vatican the "effacement of German Catholicism as a political force," remarks the Paris *Temps* in an editorial cabled to THE LITERARY DIGEST, "the Hitlerite dictatorship grants the Catholics certain guaranties whose value depends entirely upon the spirit with which they will be interpreted by the leaders of the unified Reich."

But the new agreement, says Vice-Chancellor Von Papen, who represented Chancellor Hitler at Rome, and who initialed it with Cardinal Pacelli, the Papal Secretary of State, is "destined to render impossible any future conflicts between Church and State in Germany." It binds the German clergy against taking part in politics

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FRANZ VON PAPEN

Vice-Chancellor of Germany

and at the same time commits the German Government to recognition of the Catholic Action as a non-political organization to which the defense of Catholic ideals is entrusted. This is the first time that the Reich has concluded a treaty with the Holy See, Vice-Chancellor Von Papen told newspaper men at Rome, and he reminded them that up to now the German States have had separate agreements with the Vatican. While the new treaty does not juridically eliminate the lesser concordats with Prussia, Baden and Bavaria, such is its practical effect.

In a decree issued by Chancellor Hitler on the subject of the new pact with the Vatican, he says in part:

"It appears to me that through the conclusion of the concordat between the Holy See and the German Reich Government sufficient guaranties have been given that Reich citizens of the Roman Catholic faith will henceforth put themselves unconditionally in the service of the new National Socialist State. I, therefore, decree:

"1—The dissolution of those Catholic organizations which are recognized by the new treaty and the dissolution of which occurred without orders from the Reich Government is to be rescinded immediately.

"2—All measures of force against clergymen and other leaders of Catholic organizations are to be canceled. Repetition of such measures in the future is prohibited and will be punished according to existing laws.

"I am happy in the conviction that an end has come to an epoch in which, unfortunately, only too often religious and political interests came into seemingly insoluble conflict. The treaty concluded between the Reich and the Catholic Church will serve to restore in this field the peace which we all need."

Word from the Vatican

Special United Press cables from Rome to THE LITERARY DIGEST advise us that inspired Vatican comment characterizes the concordat as a "guaranty of religious peace for Germany and a pledge of protection for the Catholic Church." Great satisfaction on the part of the Holy See is reported because of the agreement, and these cables inform us further:

"The moment was particularly opportune as troublesome confusion was imminent between the various Catholic activities in Germany.

"The concordat decidedly cleared that atmosphere and separated the purely political factors from the religious, guaranteeing to the Church the full exercise of its high function.

"The voluntary disbandment of the Catholic political organizations opened the way to arrive at religious peace which now brings fruitful results to all Catholic organizations which can work in harmony with the ecclesiastical authorities unhindered by any political affiliations, leaving the latter to their proper sphere."

Editorials from the German press cabled to THE LITERARY DIGEST reveal *Germania*, organ of the former Catholic party, as saying:

"The Reichsconcordat leaves in existence the various State concordats, but will be superior to them and will bind the Church into a unified whole, subordinate to the State."

Now that peace is concluded, remarks the *Berliner Tageblatt*, "reconciliation of

Acme

CARDINAL PACELLI

Papal Secretary of State

the new State and its Catholic citizens is possible."

The *Lokal Anzeiger* thinks that " it was a significant statement of Chancellor Hitler that 'priests are forbidden to participate in the activities of political parties in the future.' "

Indicative of one section of British opinion is an editorial cabled to THE LITERARY DIGEST from the Manchester *Guardian*, in which we read:

"The initialing of the concordat checks the anti-Catholic Nazi extremists. The average Nazi could not tolerate the separate existence of the Catholic parties. These have dissolved themselves, but this was not enough to please the 'purest of the pure,' who see in Rome the head and front of a 'Black International.' The concordat gives security to the Catholics' confessional and spares the Vatican an 'appalling trial of the faithful.' "

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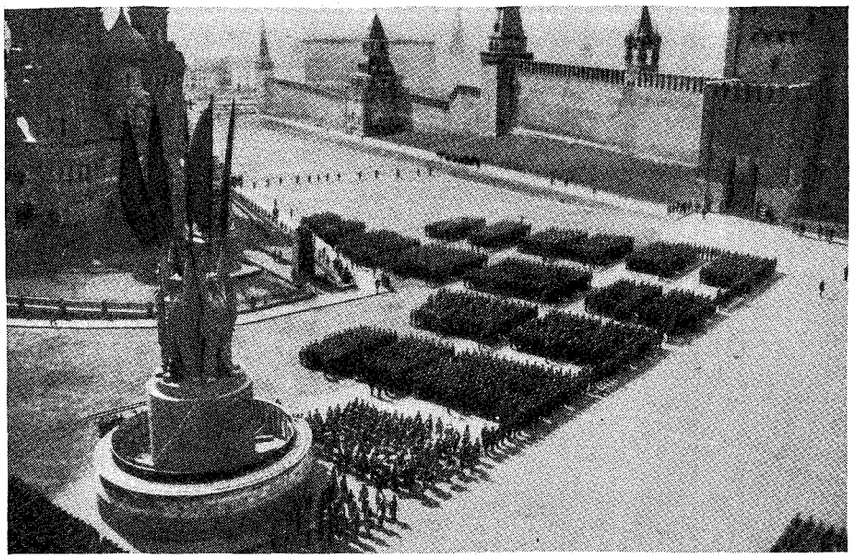
Soviet Russia's War Nightmare

THE fear of a combined onslaught of world Capitalism upon the "Socialist Fatherland" of Soviet Russia becomes deeper and more acute. It was said of the former Commissar for Foreign Affairs, Chicherin, that every night he looked under the bed expecting to find a British soldier waiting to leap upon him. Whether justified or not, there can be no question that to-day this war fear is so real and universal in the U.S.S.R., writes Walter Duranty in the London *Spectator*, as to be an important factor in external and internal policy.

The Five-Year Plan, for instance, he tells us, was thrown badly out of gear by the decision to create new metallurgic and industrial bases beyond the Urals in Western Siberia, that is, to locate the center of national defense in the geographic center of the Union in a virtually impregnable position. The old industrial bases, Leningrad and the Donetz basin, are, so to speak, "under the gun" of a possible attack, while Moscow, Rostoff and the Caucasian oil-fields can easily be assailed by hostile aircraft. But this foreign observer of Soviet affairs during the past twelve years goes on to say:

"Sverdlovsk, Kuznets, Magnitogorsk, and the other new strongholds of industry that are rising like mushrooms on the Siberian steppe, are beyond the range of any invasion. From a strictly economic standpoint Magnitogorsk may be rated a blunder, but strategically its position is superb, and I am convinced that many of the difficulties of the Five-Year Plan and the terrific strain it put upon Soviet transport and the national nerves and energy were due to the sudden realization in the late summer of 1931 that the dreaded bogy had assumed material shape in the Far East, that the impregnable 'industrial fortresses' of Western Siberia must be constructed at all costs, and without delay."



Soyuz photo

Soviet Troops Massed in the Red Square at Moscow

In trying to explain the Soviet dread of military intervention by the world of Capitalism, Mr. Duranty specifies the fear of an attack by one country, Japan, for instance, or Poland, that would speedily be followed by such general hostile measures as a naval or territorial blockade, which in turn would lead to direct aggression in the form of armed landings or air-raids at exposed points. Simultaneously, he adds, there exists the fear that "intervention" might begin with a general economic boycott that would develop into a strict blockade and thus again lead to active hostilities. The Soviet war scare, he believes, altho not lacking logical foundations, is exaggerated. But that fact does not affect the reality of the fear or its importance as a factor in foreign and domestic policy, and he continues:

"The fear complex from which this young republic suffers is the product of an infantile experience, to wit, the period of foreign intervention as it is called here, when the country was invaded by armed forces of Britain, France, the United States and Japan, when the Czecho-Slovak prisoners were organized against the Revolution in Siberia, and material 'aid and comfort' were given to anti-Bolshevik generals and other 'hostile elements' wherever they appeared.

"In addition it must be remembered that the Bolsheviks are inspired by a number of dogmas which they believe with religious fanaticism, such as the inevitable success of Socialism and the downfall of Capitalism, and that Capitalist economic rivalry must lead to war, and, more lately, that war is the only issue from the existing world depression. With such beliefs it is only natural —it is more than natural, it is absolutely certain—that the Bolsheviks should expect Capitalism, in its own defense, to attempt to strangle its rival before the latter has grown to full stature, that is, before it is too strong to be strangled."

A third reason for Bolshevik fears, Mr. Duranty goes on to say, is somewhat less solid than the other two, but hardly less natural or real. He means the continued use of the "war danger" as a stimulus to effort by the Soviet masses. The cry "Make haste, make haste, the foe is at our gates," has been used to drive and spur the Russian people through the prodigious efforts of the Five-Year Plan, and the upheaval of agrarian life involved by the policy of Collectivization.

At the same time Mr. Duranty points out that the Soviet leaders would indignantly deny the charge that there is any unreality in their fears, just as in the past they have denied any insinuation that they were using the war scare for internal propagandist purposes, and he adds:

"They can back their denials with hard facts and cogent instances. In every great country in the world they see groups, some smaller, some larger, but all possessing great influence, who have never ceased their determined hostility to the Soviet Union."

Argentina's "Mystery Man"

HUNDREDS of Argentine women broke with tradition when they joined the 250,000 mourners who followed former President Hipolito Irigoyen's body to the grave in Buenos Aires. Half a million Argentines, many of them from the remote interior, lined the streets as the procession, miles long, passed by. Thousands more awaited its arrival at the Recoleta Cemetery.

Policeman, rancher, professor, idolized president, and then "Hipolito the Fallen," Irigoyen had been Argentina's beloved "mystery man." No one knew how old he was, tho he must have been somewhere in the eighties. He never married. He abhorred publicity. He was so retiring, in fact, that at one time there arose a legend that no such person as Hipolito Irigoyen had ever existed. As John W. White tells us in a cable from Buenos Aires to the New York *Times*:

"He never made a speech. He never posed for a photograph, and the few existing ones were retouched from news photographs snapped as he passed.

"The man who twice wore the blue-and-white sash of the Argentine presidency died in a small white bed in a tiny flat over a tobacco shop, with a painting of the Virgin Mary over his head and a silver crucifix within reach of his hand, comforted by the papal benediction.

"Yet his career was the history of the rise of the Radical party, culminating in the passage of the secret-ballot law after a long series of revolutions against a system which kept the rich landowners always in power.

"When the newspapers announced his death thousands of persons rushed to the street in front of his flat and stood bareheaded in the drizzling rain, silently paying homage to 'El Hombre' or 'El Viejo,' as he was affectionately called by hundreds of thousands who had never seen him."

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German League Hopes in Mussolini

WHILE much distrust of the League of Nations is still felt in Germany, the accomplishment of the Four-Power Pact, committing Great Britain, France, Germany and Italy to ten years of peace cooperation, leads some Germans to new hope from Geneva.

Credit for the pact is given by them chiefly to Mussolini and through him they expect a revival of the League. In the past he has been prejudiced against it, says the *Hamburger Nachrichten*, because he felt it merely acted as an echo of the French Foreign Office. But now it has been taken out of France's control, according to this distinguished German daily, and henceforth it should be "an authentic voice of mankind" with Rome, London, Berlin and Paris as the Big Four of League membership.

Such a revival, however, will take time, thinks the *Koelnische Zeitung*, for the present situation is pretty bad. As to what Mussolini's plans may afford the French, this Cologne daily remarks:

"Something they have always sought or seemed to seek: revival and invigoration of the League of Nations. The League has hitherto shown itself incompetent to cope with the solution of great problems.

"The League emerged from an unreal ideality. In a strikingly short time it became a bureaucratic machine. It was a great quicksand in which all forms of progress were engulfed.

"If one of its purposes took the form of a resolution, the power to carry it out proved lacking.

"An instance is the crisis in the Far East. Nor was unity possible in economic problems. The League could prevent no war.

"All great achievements since the World War, like the Locarno pact and the reparations action, were attained outside the League.

"To keep it alive and to make it competent for action it will be necessary to adjust it to the moral and practical realities."

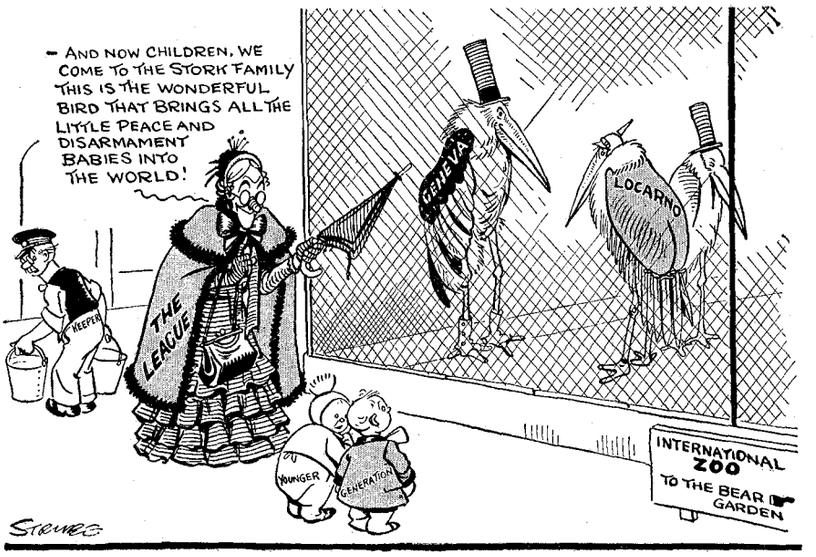
Hope for Significant Action

This is a somewhat ambitious undertaking, comments the Berlin *Vossische Zeitung*, which suspects that Mussolini will "show his hand in the League or conceal it" according to the nature of the crisis he has to deal with. He will sound out the French, the Germans and the British beforehand and feel his way. So the news from Geneva, it is predicted, will in future be more significant, more important.

In sharp contrast is the pessimistic tone of the German newspaper closest to Chancellor Hitler, the Munich *Voelkischer Beobachter*, which has lately often shown a slighting tone toward the League. Here is a specimen of its feelings:

"The absence of an interested throng of listeners and the sparse attendance of journalists in the hall give frequent evidence of the loss of prestige sustained by the Geneva institution because of its complete fiasco in the South American and Far East upheavals.

"Nobody doubts any longer that the League of Nations is incapable of guaranteeing peace to any of its members."


— AND NOW CHILDREN, WE COME TO THE STORK FAMILY THIS IS THE WONDERFUL BIRD THAT BRINGS ALL THE LITTLE PEACE AND DISARMAMENT BABIES INTO THE WORLD!
KEEPER
THE LEAGUE
GENEVA
LOCARNO
HUNGER
GENERATION
INTERNATIONAL ZOO
TO THE BEAR GARDEN
Steven

First Kid: "D'yer think we ought to tell the old girl?"

—*The Daily Express* (London)

"Anti-German Front"

There must be a decided change in the mood and the atmosphere at Geneva, this Hitlerite organ declares, if the Berlin Government is to be won over to a feeling of confidence in the League. And then in a sudden explosion of its real feelings, this newspaper adds:

"There is an anti-German 'front' of the League of Nations Powers at Geneva. It is led by France."

Meanwhile France's ally, Poland, feels that the Four-Power Pact will try to become "a super-League of Nations," and will cause trouble in Europe.

Belomorstroi—The Convict-Built Canal Marvel

THE new Baltic-White Sea Canal is called Belomorstroi by the Soviet Russians, who exult that this 152-mile waterway was built in nineteen months, entirely by convict labor, while the two greatest capitalist canal-building achievements, the Suez and the Panama Canals, took respectively ten and eleven years. [The actual length of the canal is variously reported as between 142 and 166 miles.]

Through bitterly cold weather and torrid heat alternately the workers from the concentration camps toiled under Soviet engineers, the whole project being directed by G. G. Jagoda, Vice-President of the OGPU —Soviet Secret Police. *Komsomolskaia Pravda*, Moscow official organ of the Young Communists, describes the canal-building force as "a veritable army of socially dangerous people." So Belomorstroi, it is held, "reformed" class enemies by "re-education, not punishment."

Commercially considered, the Baltic-White Sea Canal, claimed to be the longest in the world, provides a short and cheap route for lumber exports from the northern region of Russia. A Moscow correspondent of the London *Daily Telegraph* writes:

"The new canal's 152 miles are compared with the Suez Canal's length of 102 and the Panama's 50. It begins at Povenetz, on Lake Onega, and enters the White Sea at Soroka. Through it more than 1,000,000 tons of lumber will probably be shipped this year, and it is hoped to increase this to 10,000,000 tons by about 1938.

"The canal has twelve locks, nineteen sluices, and fifteen big dams."

From the London *Morning Post*

THE BALTIC-WHITE SEA CANAL

Said to be the longest man-made waterway in the world. Built by Soviet Russian convict labor

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The Fast-Declining Birth-Rate—for Good or Ill?

Government Statisticians and the Committee on Social Trends Point Out Some of the Problems to Be Expected as Births Decrease and the Span of Life Extends

THE declining birth-rate, for which artificial control is held mainly responsible, is bringing us to a stationary population of elders, but whether it will result in a healthier and brighter breed is a matter of debate among medical scientists and laymen interested in the subject. It seems generally agreed, however, that the declining rate implies far-reaching shifts in the educational, political and economic policies of the country, and that it involves a crop of problems peculiarly its own. Already, it is said, birth control is causing a significant change in the age of marriage, and Dr. Barton C. Hirst of Philadelphia told the American Medical Association that it may be the cause of much of our national wo.

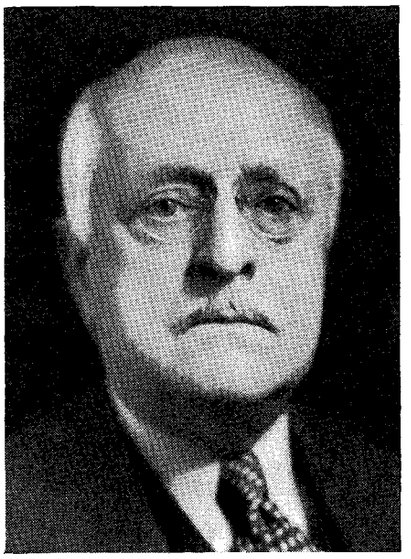
The subject is one of those perennials about which there is much debate, not only among sociologists, but among church people as well. While some of the Protestant and Jewish bodies have commended the birth-control movement or given it "guarded approval," as the phrase has it, Catholics are sternly set against it as a violation of both divine and a natural law.

As it is, government statisticians say that the movement toward a stationary or a declining population is gaining speed. They estimate that the population in 1940, which it was formerly predicted would be 140,000,000, will actually be only 131,000,000. According to preliminary figures received by the Bureau of Census the number of births per 1,000 of population fell from 25.1 in 1915 to below 18 in 1932, the lowest rate on record. The indicated rate for 1932 is about 4 per cent. below that for 1931, and prospects are that the 1933 decrease will be even greater, due largely to a sharp decline in marriages in 1932.

The most striking result of the decline in the birth-rate, says Willard C. Smith, assistant statistician of the division of vital statistics, is the great increase in the proportion of older persons in the population. The number of people more than sixty-five years old increased 34 per cent. between 1920 and 1930, while in the last two years the rate of this increase has been considerably greater.

Similar conclusions are reached by the Committee on Social Trends. The report, written by Warren S. Thompson and P. K. Whelpton and published by the McGraw-Hill Book Company, Inc., is the latest volume resulting from the studies begun by the committee at the request of President Hoover. "The trend toward earlier marriage no doubt arises," say the authors, "from a complex of social conditions, but they wish to call attention to the fact that earlier marriage has been taking place concomitantly with the rapid spread of contraceptive information."

This indicates the probability that young people are "more willing to marry than they would be were they reasonably certain that they would have children born at rather regular and frequent intervals." The authors suggest that the declining birth-rate, attributed to birth control, may also have helped to bring on the depression.



Kaiden-Keystone photograph

OUR "BAD GOVERNMENT"

Suggests Dr. Barton C. Hirst, may be due to birth control by the "better elements"

"Because 'business as usual' has been predicated to such an extent upon a rapidly growing population in the past, it is reasonable to urge," they say, "that the change in the rate of population growth now going on, and to be expected, be given careful consideration in planning for the rationalization of social and economic life."

Longer Span of Life

Owing to the advances of medical science, says the report, a progressive lengthening of the span of life has been contemporaneous with the decline in births, and an increasing demand for old-age pensions is predicted. Another likely consequence will be the necessity for industry to retain middle-aged employees to a greater extent than now obtains. In the political field the older-age groups may result in greater conservatism.

Advancing the suggestion that the practise of control by the "better elements" may be the cause of much of our present affliction, Dr. Hirst told the American Medical Association, in convention in Milwaukee, that some of the racial strains brought in of late years which he says were not of the best "are contributing more than their share to our population. We might well ask ourselves," he said, "if our loss of wealth, our bad government, the impotency of Congress and the wave of dishonesty that have swept the country are not due to a deterioration of the national character."

Discussing both sides of the question of birth control, Dr. Hirst said that the familiar arguments for birth control are that having fewer children would make for superior children, that spacing them would improve the health of mothers, and that large increase in the population made it harder to earn a living.

Possible Extinction

As against these arguments he pointed out that Benjamin Franklin was the fifteenth child, and expressed a doubt that "the pampered child and a half of to-day is better than the child of a former generation with eight or nine brothers and sisters." An undue limitation of births, maintained Dr. Hirst, "has been one of the precursors to the extinction of a civilization or the subjugation of a people by a more virile and prolific race." On this road, he said, we have already gone some distance.

However, Guy Irving Burch says in a letter to the New York *Times*, "that the widespread practise of birth control by all economic and social classes will result in a higher birth-rate among the 'upper' classes and a lower birth-rate among the 'lower' classes is plainly indicated by a number of studies of the differential birth-rate in cities of Northern and Western Europe, where it is known that birth control is being generally practised by all classes."

As to Dr. Hirst's suggestion that foreign strains are mainly responsible for deterioration of national character, the Louisville *Courier-Journal* observes that if he "would call the roll of the 'insidious and iniquitous lobby' which infests the halls of legislation, he would find few, if any, immigrants of late years; but most of them from good families with college educations. If he would trace to their source the corruption funds raised to subsidize governments and control legislatures, he would discover them in enterprises managed by highly educated specimens of the 'better element.' And if the doctor confines his observations to the underworld, who own the slums where it spawns?"

While, on the one hand, the New York *Herald Tribune* can see in a lower birth-rate "some hope that a sense of responsibility for the health, education and opportunities of the next generation is coming to govern the social thought of the present one," Dr. I. Dublin, statistician of the Metropolitan Life Insurance Company, recently stated that "the birth-control movement will have much to answer for unless it can square its account with the American people by emphasizing at this very time the need for correctives of its own activities in earlier years. It has placed bundles of dynamite all over the country. It is now high time that it began to bring back, or at least to remove, the fuses."

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The Great Romantic Drama of the Chosen People

FOR a brief span time turns back, and Israel walks again, hearing the voice of God, falling from His favor, suffering, enduring, exulting, dispersing to the ends of the world, but still one, now and always.

More than 100,000 people watched the pageant depicting the strange, romantic, tragic history of the Chosen People. Through 4,000 years the story runs. Despite a persecution no other people has endured it continues—the miracle of time.

So Jews from all parts of the world lost themselves in an ecstasy of feeling as they watched "The Romance of a People," brilliantly enacted on Soldiers' Field at the Century of Progress Exposition at Chicago. Above them shone the six-pointed Star of David. All the members of the B'nai B'rith, the Zionist Organization of America and the American Palestine Campaign in Chicago for their meetings were there, and it was perhaps the greatest Jewish assembly in modern times. The spectacle was the climax of a week of conventions which saw the raising of $8,000,000 to finance the settlement of a million Jews in Palestine over a four-year period.

6,200 Take Part in Pageant

Here, in this great field shut off from the rest of the world, people of Israel saw 6,200 performers enact their ancestral drama to the accompaniment of solemn intonings, of glowing pageantry and of strange music that was first heard 3,000 years ago beneath the roof of Solomon's temple. It was the story of a people's struggle to find God and to fulfil the hard and tragic rôle which destiny has given them.

On an altar in the center of the field lay a gigantic scroll emblematic of the Pentateuch, from which was drawn the text of the drama. Through glass panels in the floor of the stage, whose background was a temple of Hebraic design, light streamed upward to illumine the faces of the actors and choristers, all under the direction of Isaac Van Grove, maestro. From soundproof chambers beneath and behind the stage came the voices of cantors and grand opera stars, intoning in Hebrew the opening lines of Genesis—"And God said, 'Let there be light,' and there was light." A blinding beam fell upon the scene; out of chaos came order. Trumpets and a multitude of voices heralded the coming of earth's first dawn.

Scene Is Described

Then, writes James O'Donnell Bennett in the Chicago *Tribune*, the long exultant cry, "Let everything that hath breath praise the Lord." The arena rings with jubilee:

"Swaying ranks of figurantes in gray robes are chanting over and over again, 'The Lord, our God, is one'—thus sounding the drama's keynote of monotheism.

"White arms flash above the sea of gray. lake wind whips them out to long lines of flashing color.

"Brazen Moloch, vomiting fire, is dragged onto the scene. Children and maidens are thrust into his pitiless arms.

"Processions, now, of white-robed priests carrying flaming torches, and far gaze of lustrous eyes peering into doom.

"Then the march of penitential centuries; intoning of chronicle, of parable, of admonition, of blessing, and of cursing.

"The roar of the ram's-horn, which still is used in orthodox synagogues on high holy days, is heard, and the monotonous beat of barbaric music.

The Drama Begins

"Drama of expiation, fraught with far flung antiphonals of celestial loveliness, begins.

"The 125,000 listeners hear the surge of the oldest of benedictions—'May the Lord bless you and keep you! May he turn his countenance upon you!'

"Other songs they heard—the song of Miriam in Exodus, and the Arabic chant of camel drivers, and traditional songs from the ritual of synagogues.

"To some of these songs, so the cantors whisper to me, may be traced the origin of certain of the Gregorian chants of the Roman Catholic church.

"The somber harmonies of the lamentations of Jeremiah crush down the people and hundreds of wailing, gray-clad figurantes totter away into exile, and the temple burns.

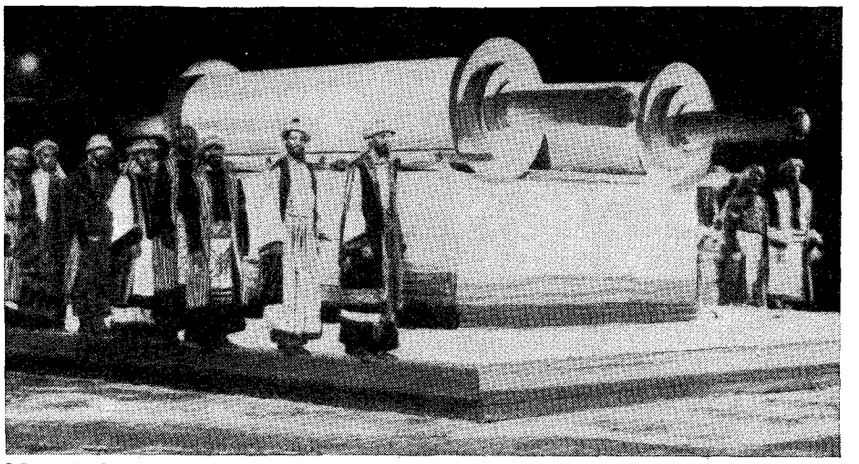
"But lamentation rises at last into the serenity of the Jewish movement, at once spiritualizing and humanizing, which began 250 years ago after the Polish pogroms and which was called the Chasidic [the C not sounded] movement.

"The end comes with the intoning of the glad prophecies of Isaiah—'Neither shall they learn war any more'—and a single voice, high and clear, wafts toward the starry sky. 'How beautiful are thy tabernacles, O Lord!'

"The banners of Palestine and the United States catch up that song in color, and the play is over. Into the night a proud people wends its homeward way."

"One voice rises high above the exultant clamor. It is singing a benedictus—'Let snow and vapor, let fire and hail, let kings of the earth and all peoples, let them praise the name of the Lord, for He commanded and they were!'

"But joy fades and Israel sinks into luxury and slackness. Her opulence is her destruction. The stage now is streaming with pennants on silver-tipped spears. The



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Gigantic scroll used in the Jewish Drama

Chinese Churches' Decline

CIVIL wars, the anti-Christian movement and the rise of nationalism have caused a decline of from 50,000 to 70,000 in Christian church membership in China, according to the third instalment of the report of the Layman's Foreign Missions Inquiry, made public by Albert Scott, chairman.

The total number of Christians in China is assumed to be 400,000.

"Since the growth of the national spirit, Christianity has come under bitter attack as tending to denationalize its adherents," says the report. "A genuine and acute sense of shame seems to have taken possession of not a few Christians. Nationalism has put Christianity on the defensive to prove the patriotism of its adherents."

The report points out also that "the Chinese are putting new stress on better qualified missionaries and, particularly, upon adaptability to new circumstances, a demand coupled with increasing Chinese control of the return of missionaries." Abundant testimony, it is said, shows that "the lack of social program and of interest in the reconstruction of the social order" repels educated Chinese from Christianity.

"At a time when Russian Communism is competing strongly for the support of the Chinese intelligentsia as well as of the masses," says the report, "the church can not afford to disregard the essentially social implications of Christianity."

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Grand Opera for the People Comes to New York

Maestro Alfredo Salmaggi Brings the Chicago Company to the Hippodrome for the Summer and Makes Plans to Take Over the Zeppelin Hangar at Akron

CECIL MABERRY
Managing Director of the Hippodrome

ALFREDO SALMAGGI
Musical Director of the New Chicago Opera Company

W. A. CARROLL
President of the Hippodrome Company

OPERA at one dollar top has been filling the New York Hippodrome for weeks now.

It's a lesson of some sort for those who feel that opera is an expensive luxury paid for by those who don't care greatly about it, but must have some place to show their clothes and jewels.

A long repertory of Italian operas has been presented to overflowing houses by the New Chicago Opera Company, and if prophecies are fulfilled and the song-birds are still caroling there when cool weather comes there will be a try at Wagner.

How all this happened to "this somewhat surprized center," as Burns Mantle states it, involves the story of Messrs. Cecil Maberry, W. A. Carroll and Maestro Alfredo Salmaggi.

The two first of the trio came out of the Middle West a year ago and found the Hippodrome dark. Messrs. Maberry and Carroll, writes Mr. Mantle in the Sunday *News* (New York), "were eager to get into the amusement competition and not at all dismayed by the fact that they were small-town fellows or that several big shots had previously failed to make the Hippodrome pay."

Moving Pictures Tried

They put in moving pictures at 10, 15, and 25 cents. Their further course we leave in Mr. Mantle's hands:

"Week followed week and the Hippodrome business grew. In a month it had forced other motion-picture playhouses to meet the cut half-way at least.

"Then came the seasonal slump of summer. The beaches and the open roads drew the crowds, not the theaters. Plans for a summer closing were formulated and about to be put into effect, when who should heave in sight but Maestro Alfredo Salmaggi, late of Soldier Field, Chicago, and a dozen lesser stadiums scattered over the country.

"Maestro Salmaggi had an opera company. The New Chicago Opera Company he called it, in honor of a performance he had once given at Soldier Field to an audience variously estimated by the maestro on different days of the week at from 200,000 to 400,000 people.

"Meantime the prima donni, the tenori, the barytoni, the chori and the elephant were eating their heads off and the upkeep was something terrible. About which time Mr. Maberry became conscious of Maestro Salmaggi and the opera company. Why would it not be possible, suggested Mr. Maberry, for Maestro Salmaggi to move his opera troupe into the Hippodrome for these expensive June weeks!

Free Tickets Distributed

"Maestro Salmaggi was charmed with the idea. He had long nursed an ambition to try a grand-opera season at motion-picture prices, and here was a chance. Prices were to range from 25 cents for the gallery and 35 cents for the balcony to 50 cents for the orchestra.

"Being wise showmen, the Messrs. Maberry and Carroll knew the public would be suspicious of grand opera at these figures, so they printed 10,000 free tickets. With these they flooded the town, particularly the Italian section, where the true music lovers live. The first week the Salmaggis sang practically to capacity, or something like 25,000 patrons and $12,000 cash in addition to the passes. The house made a little money and Maestro Salmaggi saved a little on his usual expense accounts. The second week another 25,000 came and paid $16,000 in addition to the passes. Everybody broke even. The third week, on an all-cash basis, both the house and the company made money."

DREDA AVES AS *AMNERIS*
Mezzo soprano in the New Chicago Opera Company

Plans Made for Akron

If the heat drives the opera out of the Hippodrome, Mr. Mantle says it will go to the Goodyear Zeppelin hangar at Akron:

"Mr. Maberry figures that by using circus seats he can get no fewer than 85,000 people into the hangar, and he is making plans to have the Salmaggis sing 'Aïda' there in August. Besides the circus seats the enterprise will be advertised and sold like a circus. The country for seventy-five miles around Akron will be billed and canvassed, and arrangements will be made for the parking of 50,000 cars near the hangar.

"Inside the hangar a series of 'duplex public address amplifier systems' will be installed and piano wires will be strung across the top of the hangar to improve the acoustics. Every man, woman and child, promises Mr. Maberry, will be able to hear the beautiful music and be assured of his or her culture advancement in consequence."

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Why Britons Can Not Talk "United States"

"TALK United States!" retorted a telephone operator in a New York hotel to Sidney Brooks, an English publicist.

She said it "with the shrillest assurance in the world," writes Mr. Brooks in the London *News Chronicle*. And he received a shock, for he supposed he was using his "ordinary native English" in which he is conscious of no "marked peculiarities of accent or pronunciation."

From frequent visits to America, and prolonged residence as correspondent to English papers, he has learned that "talking United States is much more than a matter merely of linguistic adjustment." And he tells his compatriots where some of them fail:

"Many years in America have taught me that the capacity of quite intelligent and acceptable Englishmen for making illimitable fools of themselves all over the American Union is beyond restraint or computation.

"I have known British Ambassadors in Washington who were further from speaking or understanding the American language—by which I mean entering into the mentality and outlook of their hosts and the atmosphere of the country to which they were accredited—than if they had been dumped down on Sofia or Bangkok.

"I have known British bankers jarring on every American nerve and setting all teeth on edge just when they imagined themselves to be most imposingly agreeable.

"The foreignness of the United States is a fact that most Englishmen go to their graves without suspecting and that the remainder (who are aware of the truth) persist in blinking.

Widely Dissimilar

"I do not myself know of any two peoples in Europe who are so dissimilar in instincts in some of their fundamental characteristics and in the general cast of their civilizations as the English and the Americans.

"That they are more or less alike and akin in other respects only underscores the difficulty of either of them really getting inside the other's mind and nature.

"It is not more than once or twice in a generation that one can imagine a great American statesman being equally great in Britain, or an acknowledged leader at Westminster holding the same position and wielding the same power on Pennsylvania Avenue."

To talk United States, Mr. Brooks lays down, "is an accomplishment that goes beyond a command of the verbal variations, the vocal inflections, the felicities and the barbarisms that the Americans have injected into the English language":

"It embraces such a knowledge of their conditions and their mental workings, their psychology and their reactions as few Englishmen have been at the pains to acquire.

"Only a little while ago the irrepressible director of 'La Chauve Souris' was ruefully admitting that a playlet in which his company had scored their greatest hit in Europe had fallen completely flat in New York. It turned on a Russian nobleman, who, after losing £10,000 gambling, went out and shot himself.

"But in New York almost everybody had lost £10,000 (and more) without committing suicide. They could not see the point. To them the little drama seemed fantastically unreal and remote from life

DELLA SAMOILOFF

As Aïda in the New Chicago Opera Company

as they knew it. M. Balieff (for once) was not talking their language.

"Then there was that delightful play by Commander King-Hall and Major Ian Hay —'The Middle Watch.' It revolved around the complications caused by two or three ladies finding themselves obliged to spend the night on a British man-of-war. Such contingencies are not provided for in the regulations of his Majesty's Navy. But in the more spacious code of the American Navy, which encourages and prepares for week-end visits from the officers' female belongings, such incidents are only a slight variation from the normal routine.

"The Americans, then, could not understand what the play was about, or why all this fuss and commotion and subterfuge.

"The London and New York audiences were, in short, not talking the same language.

"And was there not a famous 'error in the fourth dimension' committed by a character in one of Mr. Kipling's earlier stories—an American millionaire resident in England, who, wanting to get to London in a hurry, 'flagged' the crack express of the crack railway line, brought it to a standstill, and found himself instantly up against English officialdom in its most English mood when he attempted to board the train?

"No, we shall never understand the Americans and they will never understand us.

"I have spent some forty years of my writing life in trying to make the two countries and the two peoples a little more comprehensible to one another. All that my own puny efforts, and those of men far more qualified than myself have effected, is to make them better friends, better disposed toward one another, than they were in the 'nineties."

All the Better Friends

Mr. Brooks surmises that Britons and Americans are all the better friends for knowing each other so little:

"At any rate, there is hardly a sign of an approach toward real comprehension. They still do not talk the same language.

"One sees this at every turn in the unending debate over the war debts. Here (for the first time in my experience of Anglo-American affairs) is a first-class and highly contentious issue in which we want Americans to do something that they are most unwilling to do. In all previous clashes for nearly half a century the aim of British policy has been to comply with American wishes without losing face too openly. But on this issue we want the Americans to comply with our wishes—and we have not the least idea of how to set about the task.

"I will go bail for it that there is not a single English (tho there may be a Scottish) member of the Government who knows how to handle Americans in this matter, or what arguments will appeal to them, or how their minds and feelings react to it.

"We do not talk the same language."

No Lion for Her

JOSEPHINE BAKER, "dusky cabaret queen," will go to law to prove she didn't eat lion meat at a banquet in a Paris restaurant, says a correspondent of the London *Daily Telegraph*:

" 'Not only have I been proclaimed to the world as a lion eater,' Miss Baker declares, 'but my name was given to the dishes of a meal which I did not attend.'

"The cabaret queen's argument is that the restaurant proprietor has damaged her reputation by allowing Paris to imagine that she had attended the banquet and taken part in the lion feast. In reply he says: 'Surely it is not my fault that overeager journalists imagine that they saw Josephine Baker at the lion banquet.' "

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Gods and Muses, a London Sensation

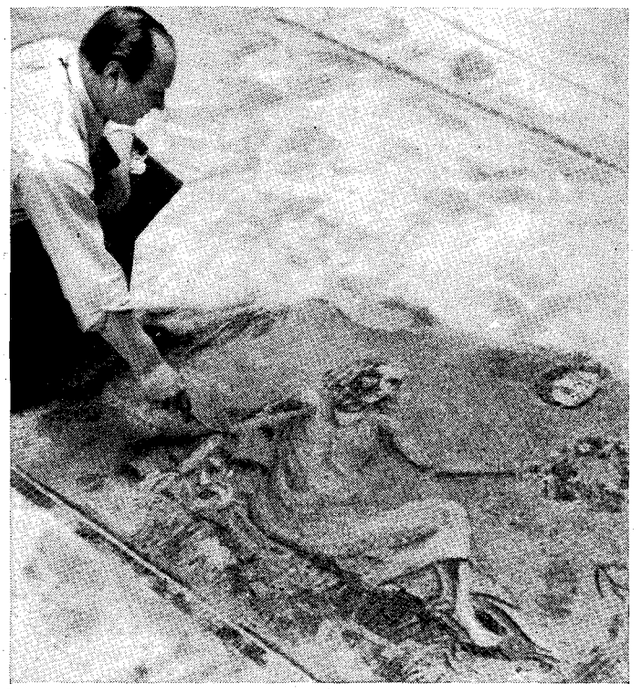
DID Sarah Siddons turn in her grave as her title as the Tragic Muse fell to Greta Garbo?

Garbo is many things, but the Tragic Muse reclining on a floor in the National Gallery in London for her face to be walked on!

Sarah Siddons sits upright, in Sir Joshua Reynolds's famous portrait, for all the world to pause before her uplifted hand.

Both gods and muses have been brought low in the flooring laid by Boris Anrep, the famous Russian mosaic expert.

Osbert Sitwell as *Apollo*, Clive Bell as *Bacchus*, are surrounded by a bevy of muses of which Miss Garbo is première.



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GARBO AS THE TRAGIC MUSE

By Boris Anrep, Mosaist

Classic costume and modern faces is Mr. Anrep's idea, of which a writer in *The Daily Telegraph* (London) observes:

"Mr. Anrep has been working out the National Gallery scheme in stages. Visitors to Trafalgar Square are familiar with the two side pavements, at the top of the short flight of stairs facing the main entrance, which have been in position for some time.

"On the right is 'Profane Love,' which shows a man on a couch with women fussing over him with mirrors and brushes. The various pleasures of life are shown in a series of medallions, including a footballer, a motor-cycle pillion-rider, and a flaming plum pudding. Across the way are the 'Labours of Life,' and now, on the main center landing between the two *Apollo*, who inspires the 'Labours,' and *Bacchus*, patron of pleasures, are uniting in unwonted alliance for the 'Awakening of the Muses.' It is these 'gods' and 'muses' that are about to give London a sensation.

"I visited the National Gallery yesterday to find Mr. Anrep supervising the finishing touches.

"In the middle of the latest pavement sits *Bacchus*, a magpie on his shoulder, regarding *Apollo* with a somewhat pained and surprized expression, as who should say, 'This is rather an intrusion.' *Apollo* is blithely playing a reed pipe.

"Mr. Sitwell as *Apollo* and Mr. Bell as *Bacchus* are unmistakable. Both are excellent portraits, executed with the terseness that is the essence of good mosaic.

"All about them are grouped the awakening Muses. Dressed in the formal flowing garments of ancient Greece, they gaze at the two gods in gentle surprize."

Here are the ladies drawn from society, literature, the stage and the film:

Hon. Mrs. Henry McLaren (*Euterpe*, lyric poetry).

Mrs. St. John Hutchinson (*Erato*, erotic poetry).

Mrs. Virginia Woolf (*Clio*, history).

Hon. Mrs. Bryan Guinness (*Polyhymnia*, serious, sacred song).

Miss Greta Garbo (*Melpomene*, tragedy).

Miss Lydia Lopokova (Mrs. J. M. Keynes) (*Terpsichore*, dancing).

Lady (William) Jowitt.

The list of the sacred nine is here incomplete, lacking *Calliope* (epic poetry), *Thalia* (comedy and bucolic poetry), and *Urania* (astronomy); one of these may have been assigned to Lady Jowitt.

The Daily Telegraph continues:

"All save Miss Garbo are personal friends of Mr. Anrep, and gave him sittings for his original cartoon from which the mosaic was carried out.

"In each case the likeness is striking, that of Miss Lopokova being, perhaps, the most remarkable. The entire mosaic, besides being executed with a masterly technique, is full of wit. Beneath the astonished gods a snake and a ferret eye each other in a slightly wary armistice. Rabbits, grasshoppers, and butterflies disport themselves happily in the alliance of man's 'Jekyll and Hyde' instincts.

"Mr. Anrep had his original design passed by the National Gallery board of trustees some years ago."

The London *Star* comments:

"Most of the wear and tear will fall upon Lopokova as *Terpsichore* and Greta Garbo as *Melpomene*. They are well in the way of the feet. The film fans will be sure to discover Garbo and think how clever the trustees are to put her in their gallery."

Reich Speech Bureau?

PURIFICATION is the slogan of the Nazis; and along with German blood is to come German speech.

If a bureau is erected to govern the German tongue, as Albion Ross, in New York *Evening Post*, sees as likely, "its functions will not be the old passive ones of giving advice, and deciding knotty problems for specialists," but—

"It will lead a campaign for pure speech and will uphold the principle that it is a patriotic duty to write and talk grammatically and a variety of treason to employ expressions borrowed from other languages."

This effort will not encounter foreign criticism meted out to other innovations:

"American students of the German language and literature now studying here [Berlin] assert that in this case at least Adolf Hitler and the Nazis can expect to have the full-hearted support of the learned world abroad. They agree with the nationalist scholars who declare that the language of the German people shows a strong tendency to become a mixture of expressions thrown together out of the elements of other languages. It is for this reason, the foreign specialists say, that the German heard in large cities such as Berlin is so disagreeable to listen to.

"The tendency to absorb foreign expressions, according to both German and foreign philologists, is especially strong for Germans because of the peculiar structure of the speech which makes it possible to combine elements which, superficially, at least, seem to have nothing to do with each other. At the same time, Germany's position in the heart of Europe and the interest which the Germans display in everything considered to be in any way strange has served to expose the language to a multitude of foreign influences from which many other tongues have been free."

Music for the Masses

OSSIP GABRILOWITSCH, returning from Italy, told a New York *Herald Tribune* reporter:

"Certainly Europe is not ahead of us in its musical performances and I doubt if Europe is ahead of us in appreciation—so much has been done here to bring good music to the masses. I know of nothing in Europe to compare with our dozens of musical settlement schools. For general musical education, the only country that was ever similar to ours at present was Italy during the Renaissance."

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Heating Walls for Comfort With Electricity

WHY not use the human body itself as the principal source of indoor heat, keeping the body comfortable by controlling its radiation?

This plan was suggested by Dr. L. W. Chubb, director of research laboratories of the Westinghouse Company, in a talk before the Canadian Electrical Association at Montebello, Canada, recently.

His subject was "Engineering Progress Contributes to Industrial Recovery." We quote from one of the company's press bulletins as follows:

"A revolutionary system of heating houses and buildings, totally unlike the central heating-plant system now in vogue, is visualized for the future by Dr. Chubb. Recognizing that the human body is constantly losing heat, and that the greatest percentage of this loss is radiated to cold walls, he proposes to keep the body comfortable by heating the walls, either electrically or by embedded steam-pipes.

" 'Instead of assuming that we keep an individual comfortable by warming him in a bath of warm air,' said Dr. Chubb, 'let us assume that he keeps himself warm and we adjust his feelings by the control of the heat that he gives off. Comfort then becomes a question of controlling heat-emission from the body.

" 'At the present rate for electrical power, the direct heating of houses by electricity is not economical,' Dr. Chubb admitted. 'However, I look forward confidently to an economical system using pipes in the wall and ceiling which are heated in winter and cooled in summer by reversed and direct refrigeration respectively.' "

Dr. Chubb's address, in part, follows:

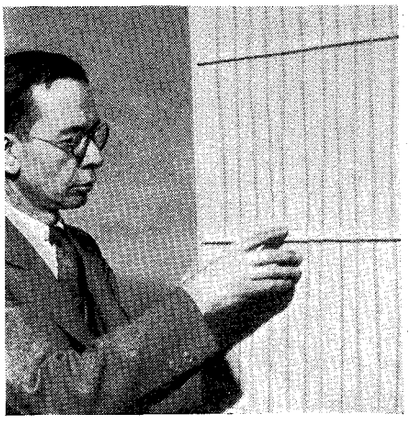
"Under normal conditions a human being gives off per hour enough heat to warm about three pints of water from room temperature to the boiling point. The heat is generated by chemical processes in the body. If it can not escape, either the production of it must be reduced or the temperature of the body must rise. Nature has provided us with a most effective thermostatic control which keeps the blood at 98½ degrees Fahrenheit. Nature has also provided us with feelings. We feel warm if the loss of heat is reduced, and chilly if the loss is too great.

"Comfort regulation is then a question of controlling heat emission from the body. Of the heat given off by the body about 44 per cent. is through radiation to the walls, about 20 per cent. by evaporation, and the rest is given to the air. If the walls and ceilings are the same temperature as the body, there can be no radiation, and to be comfortable the air must be much cooler to increase the transfer of heat to the air. If the air is the same as the effective temperature of the body there can be no convection, so that radiation must be increased.

"The best way to control our feelings of warmth is to adjust the wall temperatures, and thus control the radiation losses. Control of air temperature as we do to-day seems to be all wrong.

"We have at the laboratories a room which has resistance wires embedded in the plaster of the walls and ceiling, and they can be electrically warmed.

"Most astonishing results have been obtained in this investigation. There is a warm, comfortable feeling with air in the



How a Wall Is Wired for Heating

50's and the walls at 80 degrees. Under such conditions there can be all the fresh air desired. The feelings are almost independent of relative humidity in this range of temperature."

Camden's Drive-In Theater

A COLOSSEUM for movie-minded motorists has just been completed at Camden, New Jersey. In this novel experiment the audience drives into the theater and watches the show from their automobiles, which are in effect private boxes. The picture is flashed on a screen set in an asbestos stage.

The cars are parked in seven semicircles, each ramp being higher than the one in front of it, thereby assuring an unobstructed view. The sound distribution is so excellent that the entire dialog can be heard more than one hundred yards from the screen. There are three shows each night, and either because of the novelty or the convenience, the Drive-In Theater has proved very popular. More than five hundred cars fit easily into the seven ramps, and the fifty-foot space between each row facilitates entrance and exit.

Time alone will tell whether unfavorable weather conditions, which take up a rather sizable part of the year in some sections of the country, will prove too great a handicap to this type of theater. Its success also depends upon whether or not the public will be willing to exchange the intimacy of an indoor theater for the convenience of an outdoor one. In the Camden Drive-In Theater the R.C.A. Victor Company installed its newly perfected "high fidelity" sound system, like the one in New York's Radio City. Richard M. Holingshead is the inventor and manager of the theater, and he plans to build several more in the East and in California.

The Complex Relationship of Sun-Spots and Weather

A COMPLEX relationship between sun-spots and the weather, such that some localities grow warmer when spots on the sun increase while others grow colder, is asserted by European scientists.

The work of these observers has been reported to the American Meteorological Society by H. H. Clayton, one of the collaborators of the Smithsonian Institution and the compiler of a valuable volume published by the Institution under the title of "World Weather Records."

Says David Dietz, Scripps-Howard science editor, in a recent press release:

"Mr. Clayton reports that the most extensive studies have been made by a Russian meteorologist, Dr. W. B. Schostakowitsch. The Russian savant made an analysis of weather records for the half-century between 1869 and 1920, comparing the temperature records of many localities with the fluctuations in sun-spots.

"As is well known, sun-spots go through a cycle that is approximately eleven and a half years from minimum number of spots to maximum and back again to minimum. The cycle, however, is not perfectly regular and the time may be slightly longer or shorter. It is also irregular in that it may exhibit secondary peaks or depressions.

Changes in Temperature

"Dr. Schostakowitsch reports that when sun-spots were on the increase, temperatures went up in central and northern Europe and in Mexico. On the other hand, at the same time, they went down in southern South America, most of North America, most of Africa, Arabia, India, the East Indies, and most of Australia.

"The Russian savant also claims to have discovered a relationship between sun-spots and rainfall.

"He reports that when sun-spots become more numerous, rainfall increases in an area covering the Indian Ocean, the east coast of Africa and Madagascar, India, the East Indies, and most of Australia. Rainfall also increases in an area covering the northern half of South America and in a third area covering the extreme northern tip of Europe and Asia and the extreme north Atlantic.

Atmospheric Pressure

"In addition to the relationships between sun-spots and temperature, and between sun-spots and rainfall, the Russian savant claims to have found one between sun-spots and atmospheric pressure. Again, this is a regional affair.

"Dr. C. G. Abbot, secretary of the Smithsonian Institution, has been attempting for many years to find the relationship between the sun and the terrestrial weather. He has concentrated, however, on a study of the sun's output of energy rather than on the sun-spot cycle.

"Recently, Dr. Abbot predicted, on the basis of his previous studies of the sun, that the solar output of energy would be slightly below normal for the next two years."

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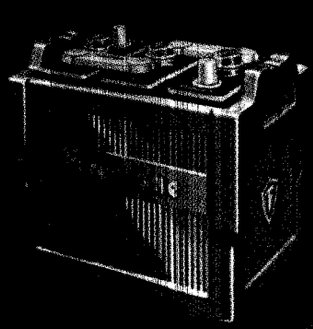
Curing of Firestone Tire and forming of the famous Firestone scientific Non-Skid Tread

See Firestone GUM-DIPPED TIRES MADE

At A Century of Progress

WE INVITE you to visit the Firestone Factory and Exhibition Building at "A Century of Progress," to see the interesting processes in tire manufacturing—crude rubber being prepared in the huge massing machine—cotton cords absorbing eight pounds of pure rubber to every one hundred pounds of cord in the spectacular Firestone patented Gum-Dipping machine—the



Firestone

• TIRES • TUBES • BATTERIES • SPAR

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fficient tire building machine and curing mold. See he dynamic exhibits of Firestone Tires—Batteries— Spark Plugs—Brake Lining and One-Stop Service.

The Firestone Singing Color Fountain in the ardens is a marvel of beauty and the only one in he world. Vocal and instrumental concerts given very day and night.

Firestone—chosen by "A Century of Progress" o represent the rubber industry in the Hall of cience—graphically presents the old method of athering wild rubber in the jungle and preserving ver smoky fires. Also the modern method on irestone Plantations in Liberia, Africa, and many ther scientific exhibits.

The Firestone Exhibits are among the most utstanding and educational at "A Century of rogress."

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When Factory Floors Get Slippery From Wear

WHEN factory floors begin to show wear, management is concerned with methods of repair.

For such purposes, plastic flooring materials have proved decidedly useful.

This is the opinion of *National Safety News* (Chicago), which goes on to specify:

"Three general types of plastic flooring are in common use: hot asphalt mastic, asphalt emulsion and magnesite. These are marketed under a number of trade names, and each general type has its merits, also its limitations.

"Hot asphalt mastic flooring is suitable for general industrial use. It stands up well under general traffic, is waterproof and is, perhaps, the best type for use over a non-rigid base. A mixture of fluxed asphalt, pea stone and sand is laid hot about one inch thick. The application requires average skilled labor.

"Asphalt is not suitable where light oils are likely to accumulate, as they soften the surface. Standing loads will imprint the floor unless bearing pressures are kept low.

Emulsified Asphalt

"A more recent type of flooring uses a product known as emulsified asphalt in combination with sand and cement. The asphalt emulsion flooring is made into a mortar and laid cold one-half inch thick. This flooring is suitable for moderate traffic over a wood base or for heavy traffic over concrete. The first cost is somewhat lower than that of most other types of plastic flooring.

"Where concrete floors are to be patched or resurfaced with asphalt emulsion mortar, chipping, roughening or acid washing are not necessary. Ordinary cleaning has been found sufficient preparation.

"The mortar will bond to smooth concrete or asphalt, wood planks, wood blocks, steel or brick.

"The advantage of material that can be applied cold is readily apparent. Any possible fire hazard is avoided as well as the possibility of burns from handling hot substances. The use of this mortar over wood floors in paint spray booths and in motion-picture projection rooms is approved by insurance underwriters.

"Both the hot asphalt mastic and the emulsified asphalt mortar are satisfactory for all occupancies where chipping, crumbling, or dusting might cause injury to the equipment or the product. Asphalt floorings are warm in winter and non-conductors of electricity. They are much less noisy than harder surfaces."

Water-Tight Floors

In many buildings water-tight floors are important. Leakage from the floor above may do a great deal of damage below. Leaking wooden floors will eventually rot out. Joists and supporting members also rot in this case, and often cause considerable water damage in the event of a fire. Either type of asphalt flooring, we are told, stands up well under such conditions. To quote further:

"A floor of asphalt emulsion can hardly be called decorative, but where appearance is important it can be made attractive by painting. Aluminum paint is used as a priming coat, and floor enamel is then applied.

"The third type of flooring, magnesite, is more decorative than asphalt, but is suitable chiefly for light traffic over a comparatively rigid base where appearance is important. It is somewhat more expensive and requires skilled labor to obtain a durable floor free from cracks.

Courtesy of the National Safety Council, Chicago

Resurfacing a Slippery Floor

"Numerous uses for plastic flooring materials will be found by those who are entrusted with plant maintenance. Prompt repairs to floors and stairways will remove many an accident hazard.

"On concrete steps metal plates are often placed at the front of each step to prevent the edges from wearing away. These metal strips become smooth, and the concrete surface back of them wears hollow under heavy traffic. Such a condition is extremely hazardous, especially where women are allowed to wear high-heeled shoes at work. These ruts can be patched with very little expenditure of time or money.

"Where metal treads have been set in the surface of concrete steps trouble is often encountered, since the treads become smooth through wear. They also become slippery under damp conditions as in packing and cold-storage plants. The worn metal treads can be removed and the depressions filled in with mastics.

"While these plastic flooring materials are not affected by most of the materials used in industry, it is always advisable to consult the manufacturer before the installation is made. Light oils have a tendency to soften asphalt and solvents used in dry-cleaning plants also have an injurious effect.

"Manufacturers who are anxious to maintain the reputation of their products do not recommend their installation where manufacturing processes would render them unserviceable."

New Words for New Things —Neutron, Positron, Deuton

LOOK in the dictionary and you will not find these new words: Neutron, positron, and deuton.

The things that they label were unknown to science a very few months ago.

The new words and the newly-recognized fragments of matter for which they stand are so new that they have not yet received wide usage in technical reports that physicists write to each other in *The Physical Review* and in the other channels of scientific intelligence.

Nevertheless, you should make ready to add them to your vocabulary, along with the older electron, proton, atom, molecule, etc. Says a Daily Feature of Science Service (Washington):

"Neutron made the front pages upon its discovery at Cavendish Laboratory in February, 1932, by Prof. James Chadwick at Cavendish Laboratory, Cambridge, England. It is believed to be a close combination of proton and electron, the positive and negative units of matter, so tightly bound that it has no electrical charge, a property that is recognized in the first syllable of its name.

"Positron is the positive electron discovered by Dr. Carl D. Anderson of California Institute of Technology, Pasadena, on August 2, 1932, when he inflicted a strong magnetic field upon a water-vapor chamber, bombarded with cosmic rays. The cosmic rays knocked the positrons out of the atoms of the air. Dr. Anderson suggested also that the familiar negative electron be rechristened 'negatron,' but it seems unlikely that this will be accepted.

"Deuton is the name suggested by Prof. Ernest O. Lawrence, the University of California's high-voltage physicist, for the heavy, double-weight variety of hydrogen, 'isotype two,' which was discovered in December, 1931, through the collaboration of Prof. Harold C. Urey and Dr. G. M. Murphy of Columbia University with Dr. F. G. Brickwedde of the U. S. Bureau of Standards in Washington, D. C. In several laboratories in this country deuton is being produced by water electrolysis, and unusually heavy water has been manufactured by combining the heaviest of the three oxygen isotypes, 'oxygen seventeen,' with the hydrogen 'isotype two' or deuton.

"Neuton (written without R in the last syllable for uniformity with neon, argon, krypton, and other inactive gases, contained in what chemists know as 'group zero' of the periodic table) is another new word related to neutron, but not to be confused with it. It was coined by Dr. W. D. Harkins, University of Chicago chemist, in recognition that neutron or neuton should be considered as the 93d chemical element, or to be precise, chemical element number one, as it stands at the beginning of the periodic table.

"Then there are hints that there must be found sooner or later a corpuscle with the mass of the proton, the heavy-weight positive particle, but with negative electric charge. This corpuscle, yet unfound, is not yet named."

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Nature's Medical Laboratory at Saratoga Springs

By William Preston Beazell

A DOZEN miles to the westward of the upper reaches of the Hudson lies a broad valley, scored through by a pre-glacial river. In the ages that followed the relentless southward sweep of the ice the crystalline floor of this valley was overlaid, first with basal sandstone, then with alternating beds of sandstone and dolomite, with limestone, with shale and, finally, with the Pleistocene sand, gravel and clay of the "Albany sea."

Somewhere in the depths of this overlay of drift lies one of nature's laboratories, mysterious in its workings and rich in the beneficence of its products. For it is from the retorts of this laboratory that the medicinal waters of Saratoga are poured, the only naturally carbonated waters found in the United States east of the Rockies.

Present geological opinion is that these waters are meteoric in their origin, that they fell in rains—perhaps a thousand, perhaps ten thousand, years ago!—over the Adirondack area and found their way into solution channels at unknown depths in the rock, lying there for unknown periods of impregnation. Salines such as sodium chlorid, potassium chlorid, lithium chlorid and ammonium chlorid, and alkalines such as the bicarbonates of sodium, calcium, magnesium and iron are mixed in them in delicate balance.

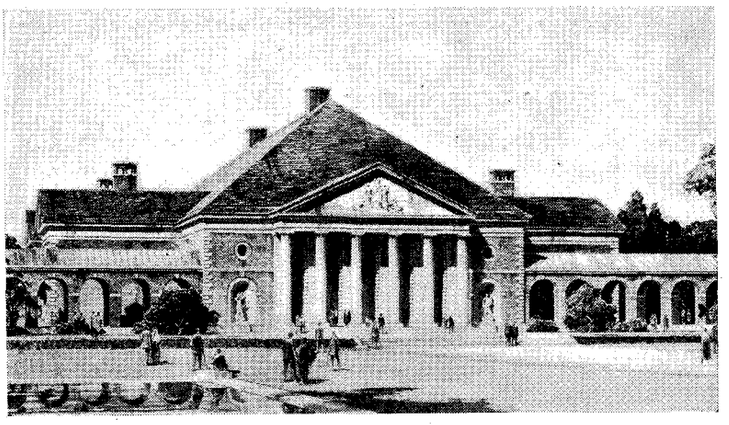
In the process carbon-dioxid gas is added until the waters are moved farther and farther along their channels to places where they find, or force, a way to the surface. Supersaturation of gas that runs as high as 40 per cent. and attendant volumes of free gas that reach 400 per cent. send the waters leaping into the air or keep them tossing restlessly in natural basins.

First Paths to the Springs

Salt-craving beasts of the forest, of course, beat the first paths to the springs of Saratoga. There is evidence that as long ago as the fourteenth century the Iroquois were holding there each August rites of thanksgiving to the Great Spirit for the gift to them of his Medicine Spring. One hundred and sixty years ago enough white men were braving their way to the waters to make Dirck Scoughten think it worth while to build a log cabin for their accommodation—the first "hotel" at Saratoga.

One hundred and fifty years ago, on July 24, 1783, George Washington rode into the wilderness to see for himself the spring that later was known as High Rock and, seeing, was so interested he tried, with Gov. George Clinton, to buy it. He spread the fame of its waters "as a remedy for the rheumatism" with much warmth.

Within another ten years men of the eminence of Samuel L. Mitchill and Valentine Seaman were faring to Saratoga to analyze the waters and experiment (long before Priestley's discovery of oxygen) with the "fixed air" that impregnated them, enabled residents to make bread without the use of yeast and "affected the nose like brisk bottled ale." Within a second decade Gideon Putnam was erecting a fifty-room hotel, and in 1815 Timothy Dwight, of Yale, was writing that the springs were visited that year by 2,000 persons.



FIRST BUILDING OF THE NEW SARATOGA

The Hall of Springs, now under construction, from an architect's drawing

By 1830 the newspapers of New York were publishing daily dispatches of the activities of visitors to Saratoga, the first instance of that sort of intelligence in American journalism. Before the centennial anniversary of Washington's visit a single summer was seeing more than 100,000 visitors. Nearly 200 springs and wells were flowing at the peak of this popularity, and the owner of a single spring was reaping an annual profit of $100,000 from the sale of bottled waters.

The turn of the century saw the perfection of a process for the extraction of carbonic acid gas from waters, and owners of springs and wells found it highly profitable to "drum" gas for soda fountains and manufacturers of carbonated beverages. It was not long before they were pumping 600,000 gallons a day, and the springs began to fail. Congress Spring, one of the oldest and the most widely known, ceased to flow and there was popular revolt.

The Legislature was appealed to, laws were passed to prevent pumping and then to provide for the purchase by the State of the principal springs and the lands surrounding them. In 1910 a Saratoga Springs Commission was appointed to carry out this work and a State reservation came into being. By 1913 one hundred and sixty-three springs had been acquired and State operation was begun.

More important still, empirical knowledge gave way to scientific. Dr. Simon Baruch, the great American pioneer in hydrotherapy, began experiments with the waters and studied them in critical comparison with those of Europe. He laid out a system of therapy that is still in basic use. For its further improvement the State has had the advice of eminent balneotherapists and balneotechnicians of Nauheim and Kissingen and Carlsbad. It has had the advice of leaders among American physicians.

Four years ago, at the behest of Gov. Franklin D. Roosevelt, the Legislature created a special commission to lay out a plan for the final development of the spa. Bernard M. Baruch, as its chairman, took up his father's work, and the commission, under the guidance of a committee of physicians appointed with the cooperation of the New York Academy of Medicine, submitted a program that was adopted in 1930 as an integral part of the public-health policy of the State. Seven years were to be given to its fulfilment, and appropriations of $2,000,000 were made for the first steps—bringing to $5,500,000 the State's investment in springs and lands and buildings.

Plan for Development

The present Saratoga Springs Commission, of which Pierrepont B. Noyes is chairman, was entrusted with the carrying out of this program. It took over the bottling and distribution of waters from the three springs set aside for internal use. It took over the two great bath-houses, Washington and Lincoln, with their daily capacity of 5,000 treatments. It took over parks of superb natural beauty, 1,122 acres in extent. It began construction of a Hall of Springs that will cost $900,000 and whose cornerstone was laid this month. It began construction of a $400,000 first unit of a Clinical and Research Laboratory.

Now, out of the depression, has come a fortuity that will mean the rounding out of the new Saratoga by 1935 instead of the contemplated 1937 A loan of $3,200,000 from the Reconstruction Finance Corporation will add five buildings to the two already rising—a hotel-sanitarium; two bath-houses; an outdoor gymnasium which will, with its adjuvant tennis-courts, swimming pool and scientifically designed golf course, bring play to the other therapies of the spa; and a bottling plant that will increase the output of Geyser, Hathorn and Coesa Springs to a minimum of 1,200,000 gallons a year and still use but one-fifth of their flow.

Arcades will link all these buildings, except the hotel-sanitarium and the gymnasium, into a great quadrangle 1,250 feet in length and 800 feet in width. Landscaped groves will surround them, and walks graded to the needs of every degree of impairment or convalescence will be laid out through the birches and conifers of the plateau above the Vale of Springs that has been set apart for the monumental group of new buildings.

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The Partner and Umpire of American Industry

By John Herrick
Of the Chicago *Tribune's* Washington Bureau

WASHINGTON—Some call him a Mussolini; some call him a Stalin. But he himself calls his job that of partner to American industry.

He is an interlocking directorate personified. He has the longest list of offices in the directory of directors backed off the map. For Hugh Samuel Johnson, head of the National Recovery Administration, is unofficial chairman of the board of every major industrial corporation in the United States.

The chunky, red-faced man who slouches in his swivel chair in an office on the third floor of the Department of Commerce building at Washington has been soldier, lawyer, and manufacturer. And now he is cast for the rôle of Moses to lead his people away from the golden calf into a promised land where everybody gets a square deal and a square meal.

Federal partnership in American industry, General Johnson believes, can be reduced to the terms of ham and eggs. The trouble is one man has forty dollars; his neighbor hasn't anything but an appetite. Even a millionaire can't eat forty dollars' worth of ham and eggs. If everybody had enough so he could buy, "half a dollar's worth of ham and eggs for breakfast," there wouldn't be any more depression. That's the General's idea.

And that is where General Johnson's administration comes in.

His Twofold Objective

Its job is a combination of jobs with a double object in view: first, to put people back to work; second, to increase their purchasing power. It is to be a coordinator of effort and an umpire, to see that every one plays fair. It is to spur on the laggard and put a check on the exploiter. It is supposed to see that capital gets a decent return and at the same time make sure that labor gets a more generous share of the profits. It is to lift the restrictions of the antitrust laws, but in lifting them to see that the consumer doesn't get gouged.

"Theoretically," says General Johnson, "if all would pull together we could do this job to-morrow, and if we did it to-morrow that would be the end of this depression. That isn't any hifalutin' theory; that isn't even an algebraic formula. It's just plain horse-sense and barnyard figuring like two plus two equals four."

With its homespun phrases, that is a typical Johnson statement. The General enjoys forceful language. There are times when the air surrounding the steel-and-glass partition about his office takes on a cerulean tinge reminiscent of the days when Dawes was a Washington figure. And the thumping of the desk-top is as energetic as anything the other General used to produce by way of emphasis.

General Johnson carries the reputation of being hard-boiled. He describes the dissatisfaction of certain individuals by saying, "There was a great squawk."

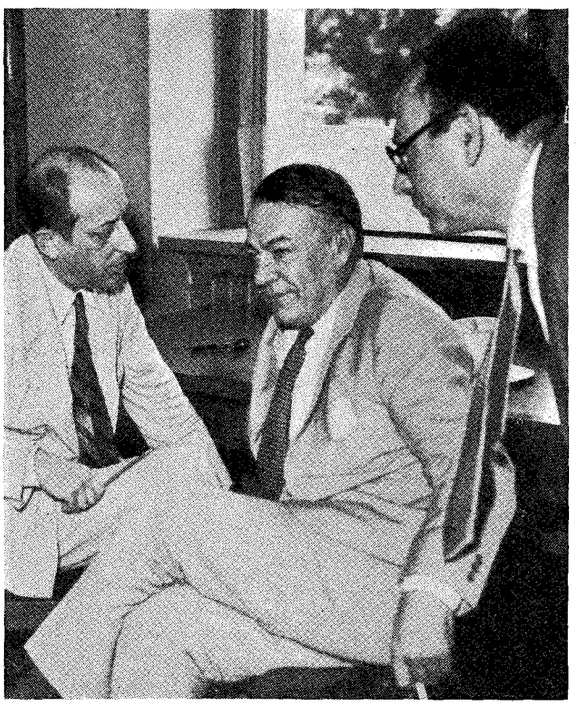
He explains that hearings on the various industrial or group codes are to be public. "This is going to be done in a goldfish bowl," he avers.

His assistants are not going to be gullible souls who will "get the pants traded off 'em." He despises "bunk" and "hooey," and declares that he has no use for "chiselers."

He can, on the other hand, wing up to heights of oratory and "ten-cent words."

"Confine yourself," he told a witness at the recent hearings on the cotton-textile code, "to the factual and statistical. Kindly eliminate what is merely argumentative and hortatory."

General Johnson is gruff. He often barks, and can on occasion bite. He likes his own way, and is sometimes impatient with those who see things differently. Witnesses at the hearings sometimes found him domineering. These characteristics, however, his friends say, grow from a desire to accomplish things, and they cover both kindliness and a pervasive desire to see that fairness is done.



Acme

SETTING INDUSTRY ARIGHT

Dr. Leo Wolman, research head of the Amalgamated Clothing workers of America (left), and Dr. Alexander Sachs, chief of the Recovery Administration research division (right), conferring with Gen. Hugh S. Johnson

Johnson's Background

Hugh Samuel Johnson was born in 1882 of Scotch-Irish parents at Fort Scott, Kansas; he trekked with his family to Oklahoma Territory aboard a covered wagon, attended Oklahoma Normal school. The war with Spain broke out; he tried to run away and enlist, but was haled back, and as compensation was sent to West Point. He graduated with a record that gave him an inconspicuous standing somewhere in the middle of his class. Two years later he married Helen Kilbourne, a colonel's daughter. In his spare time he studied law at the University of California and was admitted to the bar.

His first chance at getting things done was in the San Francisco earthquake and fire in 1906. As a young lieutenant of cavalry, he was made quartermaster of the army relief corps, and helped care for the stricken and destitute. He served in the Philippines, bossed Yosemite and Sequoia national parks, was transferred to the judge-advocate general's department, and in that capacity served with Pershing's expeditionary force that gave futile chase to Villa through Mexican mesquite and sage-brush. He was stricken with a literary urge and wrote a pair of boys' books describing army life.

In 1916 he was a captain on General Crowder's staff, and it was in that job that he gained his first fame. With war pushing ever closer, he was given the task of framing a draft law. Overnight he prepared the plan for what was to become the selective service act of May 18, 1917. The Johnson bill was started on its slow grind through Congress. There was opposition, delay. War grew more imminent. What the young staff officer did is now the best-known story in the list of Johnson anecdotes.

It proved that Johnson was not only a good lawmaker, but an excellent lawbreaker.

It would take the public printer a month to prepare the 30 million draft registration blanks, another ten days to get them into the hands of 80,000 mayors and sheriffs. Without any shred of authority and without telling any one what he was doing, Johnson ordered the blanks printed, mailed them out. The draft act was passed at last. General Crowder came dashing into Major Johnson's office to urge that the blanks be got out right away.

"General," said Johnson, "they've been printed already."

"The Secretary won't like it," the general complained.

"Do you like it?" asked his subordinate.

"Why, yes."

"Then so will the Secretary."

"Well, order them mailed out right away."

"They've been mailed, General," was Major Johnson's reply.

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SAVE by buying a Leonard Electric NOW

LAST March the Leonard Refrigerator Company cut prices to a new low level. There has been since then only one slight advance, in spite of steadily rising commodity prices.

Now, another increase is coming — made necessary by the higher cost of raw materials. We are telling you about it in advance, to give you an opportunity to make a worthwhile saving.

Until September 1, you can buy a new Leonard Electric—the latest model—for as little as $99.50 (installed, plus freight). You have your choice of 10 other beautiful models of larger capacity (4 all-porcelain), priced up to $346.50.

These are values you may never see equalled again. Leonard quality—backed by 52 years of refrigeration experience and a wonderful record of service to three generations of users! Cabinets of striking beauty and fine construction! Finishes that are white, durable, attractive!

No other electric refrigerators offer such a combination of convenience features — the famous Leonard all-porcelain cooling unit, Chill-om-eter with 8 freezing speeds, Steady-Kold Defroster (refrigerates while it defrosts), and in all standard models, the exclusive, step-saving LEN-A-DOR (a touch of the toe and the door swings open), sliding and telescoping shelves, electric lights, vegetable crisper, and another exclusive Leonard development—the dairy basket.

The Leonard pictured here will be advanced to $112 September 1—and other models correspondingly. See them—and place your order now—at the showroom of the nearest dealer.

• • •

LEONARD REFRIGERATOR COMPANY
14295 Plymouth Road *Detroit, Michigan*

Consult classified section of your telephone directory under "Refrigeration—Electric," for nearest Leonard dealer

LEONARD ELECTRIC REFRIGERATOR

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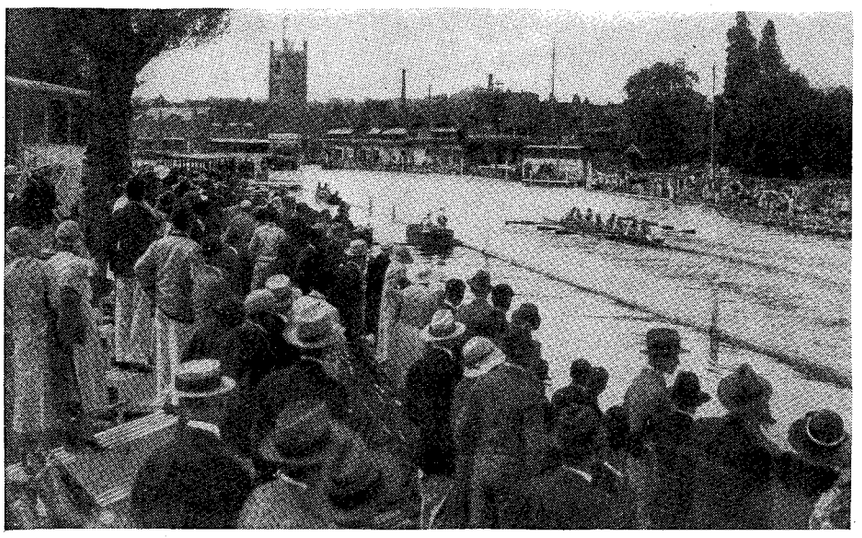
Salutations to a New Regatta—and a Jolly Old One

Ancient Henley-on-the-Thames and Youthful Long Beach on the Pacific Share Attention in Widely Separated Crew Competitions

SIX thousand miles apart, they reached a climax on the same day and thereby stirred up a medley of romantic contrasts. Old Henley-on-the-Thames and young Long Beach, California.

Old Henley asleep—except during its Royal Regatta week—in the shadow of the church tower, built, 'tis said, by Cardinal Wolsey. Young Long Beach, strenuous suburb of strenuous Los Angeles, the Chicago of the coast ("and then some," as its beaming citizens assure you).



Acme

Henley—England's Greatest River Festival

Long Beach with its bright sky, its dancing palms, its Spanish and Mexican reminders, its busy riveters and concrete mixers, its tireless boosters and 100 per cent. Chamber of Commerce. Henley with its Red Lion Inn by the five-arched stone bridge, with its terraced gardens and antique houses mirrored in a little river whose memories run back to Julius Cæsar and to blue-stained native men paddling coracles of wicker and hide.

Yet, far apart as they are in distance and atmosphere, Henley and Long Beach share this week the interest of all followers of aquatic sports in America. For one of Henley's classic prizes, the Thames Challenge Cup, has been captured by an eight-oared crew of American schoolboys from the Kent School, of Kent, Connecticut, while, at the other end of the line, Long Beach has focused the attention of the nation by staging on her Olympics aquatic course, Marine Stadium, her first East and West intervarsity contest, resulting in the exciting victory of the Washington huskies in a stem-and-stem fight with the runner-up, mighty Yale. (The other visiting Eastern crews were Harvard and Cornell.)

By thus assembling a quartet of crack intervarsity eights in a stunning midsummer race—not to mention two California crews which rowed off a consolation race—Long Beach has created a strong claim to rivalry with Poughkeepsie as the site of a big, all-inclusive annual regatta of university rowing.

Of course, the climate figures on the California side of the argument, and so do the facilities for grand-stand observation along the lagoon which forms the Olympic course, making possible, says an Associated Press dispatch from Long Beach, "the presentation of the sport to paid spectators for the first time." Moreover:

"Coach Major Goodsell of the University of California at Los Angeles, whose dream it was that became a reality, already is laying plans for a 1934 race even greater than the one presented this year.

"These plans are being made despite the fact that only 15,000 persons witnessed the spectacle, failing by some $2,500 to take care of the travel expenses of the visiting eights. The expenses were underwritten by Southern California business men.

"Crew racing in Southern California is less than a year old. In the Olympic Games, when the California crew defeated Italy in the finals of the 2,000-meter eight-oared event, about 50,000 persons attended.

"Goodsell's plan was not to compete with the Poughkeepsie regatta, the long-established national four-mile classic, but rather to work with the Easterners in the revival of interest in rowing.

"It is his plan to bring four crews from the East next summer, including the winner of the Poughkeepsie classic and the other outstanding champions of the East."

Enthusiasts in Los Angeles make no secret of their faith that Long Beach is destined to become "the American Henley." One important difference would be that practically no question of a "gate" enters into the proceedings at Henley-on-the-Thames. A great proportion of the multitude arrives by canoe, wherry, punt, barge, gondola, house-boat, motor-boat, and pretty nearly everything that floats. Hundreds see what they can from the clustered fleet at the finish, many other hundreds from the tow-path, the downs, trees, haystacks, wharves, roofs, walls, windows and gala garden parties.

There are grand stands, to be sure, and smaller stands, with lawns and pavilions, everything very gay and social, sometimes with a dash of royalty. And some part of the race may be visible from your parked car, bus or hay-wagon. 'Arry and 'Arriet are there somewhere, with or without the little donkey-shay, more likely in a skiff or a punt.

The Thames, "mother of rowing," is an intimate stream at Henley, almost sixty miles by river from London—less than forty by road. A sturdy schoolboy could fling a cricket-ball from the tow-path on the Berkshire side to the Oxfordshire bank, where the sedges sway in the waves cast up by the blades of the eight-oared crews forging by for Henley Bridge.

The Charm of a Regatta

It's fun to stroll around in the dull days preceding a regatta, to see the crews practising, and perhaps meet a monocled coach bicycling along the tow-path and megaphoning in an Oxford accent some casual advice to the swinging oarsmen. Late in the afternoon one is likely to encounter the young Britons in white flannels, smoking their pipes, taking a small mug of ale, or lolling on shady lawns with cups of tea and admiring girls. Beholding which, the sun-baked American crews strive like saints to be cheerful under the Spartan rigors of their training.

By the way, the correspondents at Henley this year don't mention whether the training of those Connecticut boys for the Thames Challenge Cup race was of the usual American severity. If so, they are a good advertisement for Spartan methods. On their first day of racing they won by four lengths over Jesus College, Cambridge, and on the final day they won the semi-finals and the final, beating Lensbury and Bedford rowing clubs, consisting of powerful oarsmen of much greater maturity than themselves.

"Great crowds cheered Kent in both races, particularly in the final victory," according to Thurston Macauley in the New York *Times*. "For in this, as well as in its two previous visits to Henley, the Kent boys' sportsmanship has been much admired.

"But no one was happier after the last race than Kent's headmaster, Father Sill, who followed each race Kent rowed in the umpire's launch with Kent supporters, including the New Haven publisher, John Day Jackson, whose son, Lionel, was No. 5 in the crew."

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The Stag That Swam to Sea

OSBERT is dead at Le Touquet, France, full of years (precisely how many we can't say) and honors. The twilight of his life was spent in greater security and prosperity than is usually the lot of Channel swimmers who get only part of the way across.

Osbert, not to make mystery, was, nine years ago, the stag without a country, the center of what almost became an international situation.

One day in 1924, Osbert, fleeing from the West Kent Staghounds, took a header into the Channel and swam for his life. He was half-way across when a French trawler picked him up and ferried him the rest of the way, landing him at Dunkirk.

And then the complications that made Osbert a world figure.

The captain of the trawler, says a correspondent of the London *Times*, "was informed that he was liable to a heavy fine for carrying live cargo without a license."

Upon advice, he appealed to the Ministry of Agriculture. Officials there searched the records, went into a brown study, and emerged with word that Osbert did not figure on their lists of French deer and that, therefore, they could not admit his existence. Why not, they asked, end the puzzle by shooting him.

Here the police entered the picture, to point out that it was the closed season for deer and that any one who took Osbert's life would find himself in trouble with them.

Officials of Dunkirk next took up with the English the question of Osbert's repatriation. But this led to nothing because the British Ministry of Agriculture would not let him back into the country unless he spent the usual six months in quarantine.

A restaurant keeper at Le Touquet finally saved the day. He bought Osbert and "instead of sending him to the table as venison, turned him loose in a park with others of his race."

Decline of the Hole-in-One

THE hole-in-one market has gone into a tailspin. It used to be that the player who made the cup from the tee would come staggering home loaded down with all sorts of merchandise awarded him in the way of prizes—shoes, tees, shaving equipment, gadgets, doodads, and thingummys without number, and usually of some value.

A hole-in-one in Washington four years ago, for example, was worth about twenty-five prizes, W. R. McCallum reports in the Washington *Evening Star*. Mr. McCallum speaks specifically for only one city, but his remarks probably have much more general application.

But the happy days are gone—for the time being at least. Now the Washingtonian who makes a hole-in-one collects a case of 3.2 per cent. beer and two pairs of shoes, and that's that.

With the drop in the market value of aces, the number of aces has dropped. Perhaps, the writer hazards, the depression has cut down the number of golfers, and in that way lessened the likelihood of holes-in-one.

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James Wilson could scarcely believe that it was possible to do all that within his income. Needless to say he adopted the plan.

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Schwab Contract Trophy Play Stirs Bridge War

By Edward A. Moree

CHARLES M. SCHWAB, contract bridge enthusiast and player of more than average skill, has donated a cup of suitable magnificence for annual international team-of-four competition. The first match was scheduled in London on July 17, starting a series expected to rival in public interest the Ryder Cup golf matches and the Davis Cup tennis competition. The holding committee for the trophy is composed of Jesse H. Jones, chairman of the Reconstruction Finance Corporation, Harold S. Vanderbilt, Harold C. Richard and Walter Beinecke, with Ely Culbertson as permanent chairman.

Mr. and Mrs. Culbertson, Theodore Lightner and Michael T. Gottleib are the members of the American team. The British team is captained by Lieut.-Col. H. M. Beasley. Capt. H. Renshaw, Sir Guy Domville, Edward Mayer, Graham Matheeson, P. V. Tabbush and George Morris will alternate on the team. Three hundred hands will be played.

"If permanent peace is to come," says *The Bridge World*, "it must come through mutual understanding among nations—the sort of understanding based on actual day-to-day contact through mutuality of interests."

This trade journal of Culbertson's finds that bridge is played by "millions who represent the more intelligent sections of all nations." Moreover, while these millions "take their bridge seriously, they do not take themselves seriously."

Belligerent episodes in the latest Olympic games, in Los Angeles, and in fact, in other recent Olympic contests, cast considerable suspicion on this idealistic concept. International competition has not proved itself a peace-begetting pastime.

Weeks before the first hand was dealt in the London matches Col. Walter E. Buller and Capt. Lindsey Mundy indicated in the British press that if anything peaceful came out of the present international bridge battle, it would be over their dead bodies. These two London experts are leaders of rival camps, both of which are opposed, apparently, to the group headed by Lieutenant-Colonel Beasley. They believe that Culbertson had too much to say in the selection of his opponents and left the clear inference that the selection committee had presented a team of "push-overs" to the American invaders.

Culbertson replied with challenges to both Buller and Mundy, offering odds of $12,000 to $4,000, and $8,000 to $4,000 respectively. He accompanied his challenges with this choice olive branch:

"If we are going to be beaten we want to be beaten by the best. If we were beaten by Colonel Buller's team it would be an event so tragic that I doubt if I should ever survive it."

Beasley claims that his team has beaten the other groups in match-play and clearly is representative of the best in British bridge. Certainly the Americans will meet more serious opposition than faced the Culbertson team three years ago in London, when it defeated three teams, among them one captained by Colonel Buller. Bridge was just getting a foothold in England as a competitive sport, but since then British teams have met many continental teams and have won several important victories. They are now playing as a team and not as four stars.

N-S Vul. No score. South dealer.

	♠ 8 6 ♡ A 5 4 ◇ A K 9 8 6 4 ♣ A Q	
♠ 5 3 ♡ Q 6 3 ◇ Q 7 5 ♣ J 10 9 7 6	N W E S	♠ 7 4 2 ♡ J 10 9 2 ◇ J 10 ♣ K 4 3 2
	♠ A K Q J 10 9 ♡ K 8 7 ◇ 3 2 ♣ 8 5	

Would British team bid grand slam?

A vulnerable grand slam should be bid on the above hand, and the bidding should announce all four aces and tell where the chance of failure might lie

The game which is now going on in London bears no resemblance whatever to the ballyhooed spectacle furnished by the Culbertson-Lenz match. Kibitzers are rigidly barred. Four players sit down at each of two tables in separate rooms. At one, Culbertson, paired with Lightner, plays North and South against an East-West pair of British players. In the other room Mrs. Culbertson and Gottleib sit East and West with an English pair playing North and South.

As each hand is played it is preserved, the players placing their cards immediately before them instead of in the center of the table, as in rubber bridge. The hands are moved from room to room so that the cards held by Culbertson and Lightner are held by the pair playing against Mrs. Culbertson and Gottleib.

Total scores are counted and the British North-South score is compared with the American North-South score. The new international code of rules is being used. There will be many penalties, some of them as high as 1,400 points, and if the Lenz match is a criterion, the American team will profit most from these. One wrong guess or one wrong bid may make a swing of 1,000 to 2,000 points.

There is not much to choose in the play of the cards, but American bidding methods should score heavily, unless the British have devised a far more effective system than that employed three years ago against the Culbertson team. Even American experts hostile to Culbertson concede him an advantage in this department of the game, due to the different tempo of the British style of play.

A hand, such as the one accompanying this article, would offer a real problem to the Britishers unless they use the Four-Five No Trump Convention for exploring grand slam possibilities. The Americans would bid the hand as follows:

South	North
1 Spade	3 Diamond
3 Spade	4 Diamond
4 Spade	5 No Trump
7 Spade	Pass

North's jump bid of three diamonds shows at least three-and-a-half honor tricks. Actually he has four-and-a-half. North's rebid of diamonds is perfectly safe, as neither partner may pass after a forcing jump bid until a game contract is reached. He shows, by his rebid, either a solid top five-card suit or, more likely, a six- or seven-carder. North's startling five no trump bid fixes, for South, the grand slam as an even chance. It shows three aces and the King of a suit bid by partners. To South, this must be the Diamond King, and indicates a diamond suit of such length and content as to furnish, probably, a safe repository for South's losers. If North's holding had been the K-Q of clubs instead of the A-Q, his third bid would have been four no trump—two aces and a King—in which event South would have bid six hearts and North would have recognized the sign-off.

As the hand was actually played in a New York club the above bidding was employed. The Jack of clubs was West's opening lead. South refused the finesse, drew trumps, and when Diamonds broke the hand was a spread for seven.

Varsities Favor the Racket

TENNIS is constantly increasing in importance as a college sport. The national intercollegiate tournament at Haverford is evidence of this. Ninety-seven players were entered from forty-four institutions. Further proof is to be found in the replies to a questionnaire recently sent out by the United States Lawn Tennis Association.

One hundred and fifty colleges and universities answered. Of this number 143 include tennis in their sports programs:

"That climate and native taste in sports figures largely in the matter," J. P. Allen points out in the New York *Sun* in comment on these figures, "is brought out even more clearly in the answers returned to question two, as to which colleges number tennis among the major sports.

"Colleges returning an affirmative answer are [in the main] located either on the Pacific coast, the more high and dry lands of the Western States or the South—University of California, Florida State University, University of Idaho, University of Louisiana, University of Texas, United States Naval Academy and Washington and Jefferson University—to name the outstanding ones—while the University of Montreal is the only northern college that ranks tennis as a major sport."

Of the 143 schools already mentioned, 132 give some sort of insignia to players who make the grade—either a varsity letter or some minor award. Twenty-six retain professional coaches.

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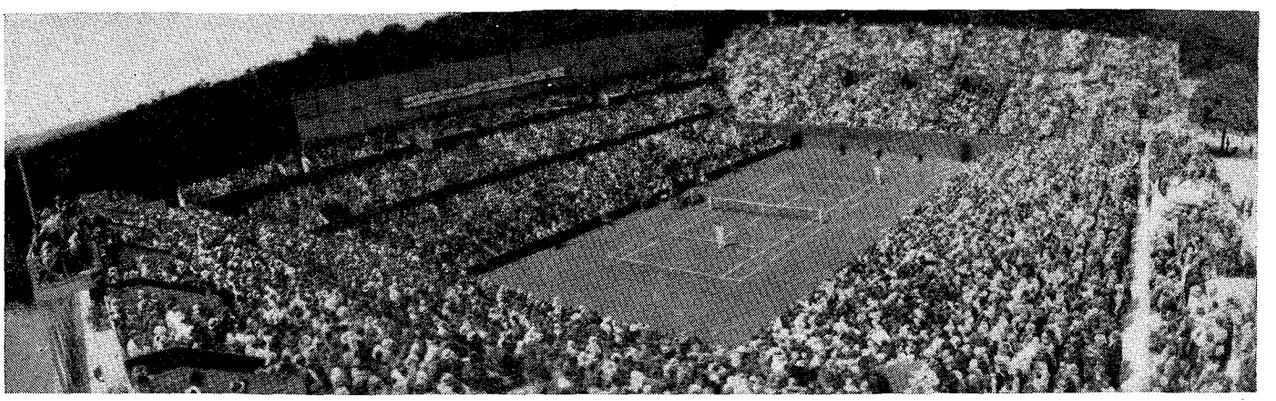
The Challenge Round for the Davis Cup

By John R. Tunis



The Stade Roland Garros in Paris—Scene of the Challenge Round

PARIS—Early last May all seats for the State Roland Carros in Paris, where the Challenge Round of the Davis Cup is to be played the 28th, 29th and 30th of this month, were put on sale. Within ten days every one of the cheaper places was gone; and a fortnight before the first ball was struck the stadium holding more than 13,000 spectators was a sell-out!

Why? Why this unusual interest in what is nothing but a match of tennis? A good many people who care about sport wouldn't cross the street to see a tennis game. The French are notoriously a canny race; they demand, and as a rule they obtain, full value for their money, yet they willingly paid what to them was as much as twenty dollars a seat for the three-days' contest next week.

The reason lies in the historical background of the contest, in its racial significance to the old world. This match is a team-match of tennis, to-day the greatest of all games that are universally played, a sport that has spread rapidly within the past twenty years to the most distant parts of the earth, that is breeding champions in the most surprizing places.

How the Contest Began

Started in 1900 when Dwight Filley Davis, then an undergraduate at Harvard, gave a trophy for a match of tennis between England and the United States, the contest has grown steadily. Other nations signified their desire to compete, little by little the event assumed larger proportions, until at present every country in Europe save Russia and Turkey takes part, as well as the nations of South America, Africa and the Antipodes. To-day it has become so big and the entries are so numerous that the affair has been divided into three zones: the European, American, and South American. The winners of the two American zones meet early in the spring, this year the United States defeating the team from the Argentine, and thus earning the right to cross the ocean and face the English, winner of the European zone, in Paris. This match was played last week; next week the conqueror faces the French, holders of the Davis Cup, in what is called the Challenge Round.

The Davis Cup has many imitators in other sports; none has attained its importance or is likely to do so. This is because tennis is a universal game; it is also because it is a dramatic sport to play or to watch, and the contest with its racial clashes of personalities and temperaments is the epitome of the game. Over the long years of its history many famous players of various lands have flashed into celebrity, made their mark, adorned the court and passed on. Malcolm Whitman, the American champion who played at the start of the competition, was one of the few never to lose a Davis Cup contest; then came the Doherty brothers of England, who carried the Cup home from the United States and defended it successfully against the onslaughts of our own Bill Larned and Clothier, the latter a fine end at Harvard in his undergraduate days. Norman Brookes and Tony Wilding of Australia managed alone to grab the Cup away from our team, tho it included the red-haired Maurice McLoughlin, one of our greatest stars; in Australia it stayed until after the war, when the two American Bills, Johnston and Tilden, won it back in 1920. Tilden and Johnston were, in my opinion, the finest Davis Cup team we have ever had, and the greater of these was Tilden, unquestionably in intellect, in tactical skill, in athletic ability, in courage and determination the most remarkable sportsman this nation or any other has yet produced.

The four Frenchmen: Lacoste, Cochet, Borotra and Brugnon, all came along at the same time; an unusual occurrence. To-day one sees the gathering strength of many nations; in Europe each country has at least one champion: Prenn of Germany, Menzel of Czecho-Slovakia, Hebda of Poland, and Maier of Spain, are all men to be reckoned with. But a Davis Cup match consists of five events: four singles and a doubles. The victor, therefore, must have at least two fine players to be certain of success; one champion is not sufficient.

At present three countries appear to have young stars in the making who will be heard from in the near future: Australia, Japan, and the United States. Either this summer or next the Davis Cup will go to one of those nations, and those nations will be the three to struggle for it in the years to come. Quist and Turnbull, who beat our champions, Vines and Gledhill, at Wimbledon, are, with young Vivian McGrath, potential world beaters. Satoh and Nunoi, especially the latter, who has been nicknamed the "Japanese Cochet," have possibilities of becoming champions at no distant date. But the players of the United States seem to me likely to lead the lists. Vines, our singles champion, backed by such players as Parker and Stoeffen, forms a team which, once the Cup is won, will not soon relinquish it.

Were I asked to pick the one player of any land who will go farthest, I should without hesitation choose Lester Stoeffen. This six-foot-four Californian, now at the age of twenty, verges on real greatness; he is directly in the Tilden line. Ranked fifteenth two years ago, and sixth last summer, he will be either at the top or very close this year. He has tremendous power in his shots combined with enormous variety and a delicacy found only in a genius such as Tilden: indeed the execution of his volleys and trap shots are curiously reminiscent of the former champion. He combines a fine game with amazing tenacity and courage; with Vines he will form a team that ought to hold the Davis Cup for many a year, once it has been recaptured.

Americans Ought to Win

It has not yet been won. At the time of writing we have to defeat the English in the Interzone Final, something by no means assured. Even provided this were done, we have a difficult task to defeat the French. True, the American side is composed of fine young players, their capabilities as yet unrealized, keen, trained, confident. Against us stand two of the elder Frenchmen fighting desperately this tide of oncoming youth. With Vines, Allison, Lott and Stoeffen in action against Cochet and Borotra, it will surely take a miracle for France to emerge victorious.

Unfortunately, such a miracle has happened before and may happen again. The ability to produce just that, to rise to unexpected brilliance at important moments, to make a stand and retrieve an apparently hopeless situation when all seems lost is a quality of the French soldier which has been carried over into French sport. So I say, if we reach the Challenge Round, we ought to win. We should win, but do not be surprized if we lose.

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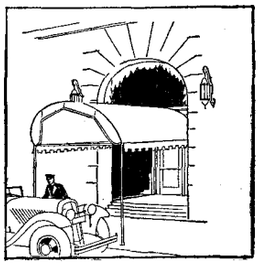

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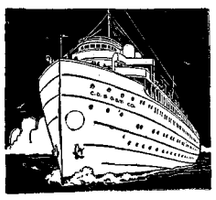

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Future Interleague Baseball Games

THE "ball game of the century" is ended, but the post-mortems linger on, in such a way as to suggest that the recent interleague exhibition game (at the Century of Progress Exposition in Chicago) may be only the first of many—may even be the forerunner of important changes in the manner of determining the world championship.

It is not Babe Ruth's homer that brought in two runs and gave the American League all-stars the two points they needed to win that fans and columnists are discussing. Not the thrill of seeing such stars as the Babe, Gehrig, Cronin, Klein, Terry, Hubbell, O'Doul, and Grove in simultaneous action. Not the first managerial duel since 1913's world series between organized baseball's two most picturesque managers, Connie Mack and John J. McGraw. Not the $42,000 raised for relief of needy veterans of the baseball wars. Not the market value of the baseball talent involved—$1,000,000 to $5,000,000, depending largely on your point of view.

It is the future of interleague competition that engages the attention of the baseball world, and generates vigorous debate on the sports pages.

Of various methods suggested during recent months for injecting new spirit into the national game, one of the most interesting was that interleague games might well be made a regular part of the championship schedule.

Plans for 1934 Schedules

Already detailed plans for just this are being worked out—unofficially certainly, officially perhaps.

That 1934 schedules will make provision for at least one interleague game seems fairly sure. There may even be a series of three if the magnates are not afraid of decreasing the public interest in the World Series.

Such an all-star game will probably be played in New York, but whether at the Polo Grounds or the Yankee Stadium is not sure. Polo Ground adherents argue for that park on the rotation theory. It is a National League diamond, and it is only fair to use it, they say, since the American League grounds in Chicago were used this year.

On the other hand, the Stadium seats approximately 85,000, against the 60,000 or so who can get into the stands at the Polo Grounds. Detroit and Cleveland are also reported anxious to stage such a game.

There is the prospect, too, that the fans will not have a chance to pick the next all-star teams in the popularity-contest manner of this year, a manner which resulted in the inclusion of a number of players who have declined from former heights. Current performance may be next year's method of choice.

The idea that interleague competition should be a part of the championship schedule instead of being confined to one or a few games in mid-season, plays its part in this speculation.

Joe Vila of the New York *Sun*, for example, has worked out a plan for dividing the season into two parts: From April 12 to about July 24, and from then on until October 1.

During the first part each big-league team would play fourteen games (seven at home, seven away) with each other team in its league. In this there is little change from present practise.

After July 24 there would be a rearrangement, and the Giants, Dodgers, Phils, and Braves (the eastern half of the Nationals) would go west and play four games each with the White Sox, Tigers, Indians, and Browns of the American League. At the same time, the western Nationals (Cubs, Pirates, Cards, and Reds) would be in the East playing the Yanks, Senators, Red Sox, and Athletics of the American League. Next the eastern Nationals would play the eastern Americans, and the western teams of both leagues would meet. And finally, to wind up the interleague schedule, there would be another pair of East vs. West series, with the traveling order reversed.

Associated Press photograph

CONNIE MACK AND JOHN McGRAW
Managers of the All-Star American and National League Teams at Chicago

World Championship

As for determining the world championship under this system, Mr. Vila suggests that "the first and second teams, based on games won and lost percentages covering the entire season, could play a series of best four in seven games for the interleague title, along the lines of the Temple cup series of 1894, 1895, 1896 and 1897. Or the American and National League teams having the highest standing in point of victories and defeats could meet for the world championship.

"Some playoff system, like that for the Stanley cup, emblematic of the hockey championship, might be tried, involving the first six teams in the major-league standing. Beginning July 24 the magnates could set aside a certain percentage of the gate receipts to be pooled for division among the players of the first six teams of the combined leagues, the club owners and Advisory Council."

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Wall Street Under the New Deal

(Continued from page 4)

Mr. Roosevelt has succeeded fairly well in divorcing Wall Street from his Administration but he has not divorced it from American economic life. With commercial banking separated from investment banking, with a Federal Reserve system devoted entirely to commercial banking, there will remain to be performed the vital business of directing the flow of capital into long-term investments. The men who direct that flow will have a commanding influence on the whole economic machine. Historically that is the chief rôle of the private bankers. During the last twenty years commercial banks entered the field in a large way through the creation of investment affiliates. The Senate banking investigation has demonstrated that despite the concentration of control of industry and of wealth in the hands of a comparative handful of men, there has been no monopoly of credit—no "money trust" in the literal sense. The tremendous surplus of capital piled up by the American economic machine during the post-war decade was far beyond the means of any man or any bank to control. Indeed, some of the worst vices revealed in the Senate investigation were the results of extreme competition in the financial world—with all the waste, and disorder, and eventual disaster to the investor that excessive competition means.

Concentration of Power

The principle of complete separation of investment and commercial banking embodied in the new banking bill tends to return control of the flow of capital to a specialized class and very conceivably might result in a greater concentration of financial power in the hands of a few men than the country has yet seen. The only potential check is the Government, and the question, how far the Government should go in directing the flow of capital, is inextricably tied up with the larger question, the kind of economic order we are going to have. If, as some think, the present great experiment in "regulated capitalism" or government "partnership" with industry and agriculture is going to lead to a more or less permanent form of planned economic life, the Government will have to control to a much greater degree the flow of capital. If, on the other hand, the extraordinary powers now lodged in the Government are merely to meet an emergency and are to be discarded when the depression has passed, the private bankers of Wall Street may emerge with greater power than they have ever before had.

President Roosevelt has not yet defined comprehensively his views on reformation of the banking system. Most of the remedial measures to which he pledged himself in the campaign are contained in the Glass-Steagall banking act and the securities act. Among his campaign pledges regulation of the security exchanges remains to be effected. But the collapse of the banking system in March, the tremendous implications of Mr. Roosevelt's new "economic constitutional order," point the way to banking changes more drastic than those promised in the Democratic platform and in Mr. Roosevelt's campaign speeches. It was no secret that Mr. Roosevelt was not eager to have the Glass-Steagall banking bill passed at the special session. He gave the impression that his coolness arose not only from misgivings concerning the controversial deposit-insurance feature but also from the desirability of enacting more far-reaching legislation affecting Wall Street and the banking system sometime within the near future.

Wall Street's Reply

(Continued from page 5)

before he gave politics a thought—indeed, before he was a Democrat. And so on. Yet what was recently loud-pedaled at Washington was implication that sly subsidy of such political lights was the sole reason for the appearance of these names on the "preferred" lists of '28 and '29.

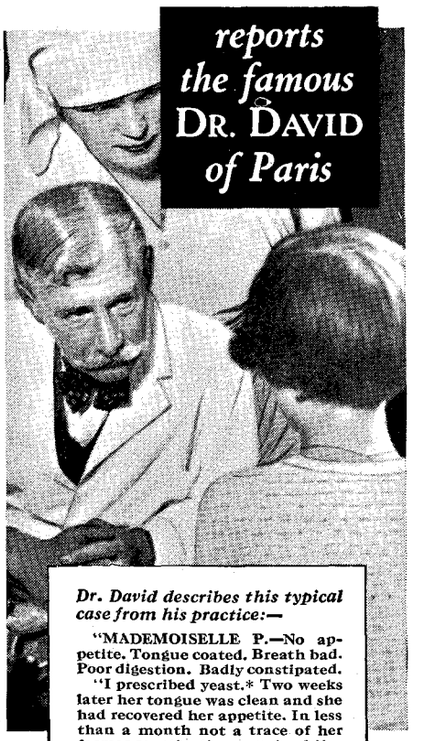
What Wall Street Admits

It is this seeming innuendo and unfair misrepresentation at the inquiry against which Wall Street mutters. In contrast, it is by no means lacking in respect for what attention was given to matters more pertinent to the official purposes of the inquisition. Self-interest naturally makes the market-place regard the whole investigation as unnecessary and unwisely provocative of hue and cry by an uninformed, emotional public. Nevertheless, it recognizes that, in the circumstances, exposure of details of the excessive exploitations and profits of the mad predepression period is not without justification.

Wall Street offers no objection to New Deal disclosure of the processes whereby capitalizations were then extravagantly pyramided with readily obtained banking aid to effect great combinations, such as the Van Sweringen railroad structure. It does not dispute the propriety of laying bare the steps whereby mammoth holding companies, like the Pennroad and United corporations, were banker-designed and banker-financed and perhaps held banker-controlled after ownership of them had been passed on to the furiously speculating public, at huge profit to the bankers. The Street's attitude, in fact, is quite in line with that shown at the Senate's inquest by the bankers who were its principal targets.

In one way or another, both J. P. Morgan and Otto Kahn acknowledged that for them, as for all men, the boom years were years of delusion; that they did much during that time which they now know to have been misconceived and would not repeat; that their great profits, astonishing even then and since vanished, were abnormal, not to say excessive. And Mr. Kahn, in connection of his defense of private banking as an honorable institution and highly valuable to the financing of business enterprise, seemed to go very far in agreement that governmental regulation, supervision and restriction are both justified and desirable. Yet, contrary to popular belief, that is the prevailing opinion in Wall Street.

"In a month... not a trace of CONSTIPATION"



Dr. David describes this typical case from his practice:—

"MADEMOISELLE P.—No appetite. Tongue coated. Breath bad. Poor digestion. Badly constipated. "I prescribed yeast.* Two weeks later her tongue was clean and she had recovered her appetite. In less than a month not a trace of her former constipation remained."

THE case above is another example of how famous doctors are correcting constipation with an extraordinary *food!* Dr. David, Officier d'Académie and Vice-President of the Société Médicale de l'Opéra, of Paris, is one of France's most outstanding medical men. He states:

"Constipation should not be trifled with ... Prolonged use of cathartics and laxatives irritates, exhausts the intestines ... The most effective agent for correcting constipation, in my opinion, *is fresh yeast.*"

Fleischmann's Yeast actually *strengthens* your intestines. Also, it softens the wastes in your body so they can be passed off easily.

So ... *try* it. It will stimulate your system—purify it. And you'll be more than rewarded as your skin, your digestion, your "pep" reflect your improved bodily "tone."

You can get Fleischmann's Yeast at grocers, restaurants and soda fountains. Just eat 3 cakes daily—starting now. Directions are on the label.

• "Last fall," writes D. Roxann Maxwell, of Philadelphia, "I felt tired and headachy all day long ... sluggish. My skin started to break out, too ... I knew doctors recommended Fleischmann's Yeast, so I tried it. It not only cleared my skin. It rid me of my *other* troubles, too!"

*IMPORTANT! Fleischmann's Yeast for health—in the foil-wrapped cake with the yellow label—is yeast in its fresh, effective form—rich in vitamins B, G and D—the kind famous doctors advise.

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The Nation Will Rout Out the Kidnap Pestilence

FOUR cases reported in one day, one of them involving barbaric treatment of a venerable citizen and his venerable wife, have stimulated the war on kidnaping. Official Washington is astir, and at last it seems sure that the forces of government will find a way to cooperate with public opinion and outraged sentiment in attacking the most hideous phase of the racketeering plague.

Keystone

J. J. O'Connell, Jr.

Wondering citizens have been asking the meaning of "good underworld connections." The phrase had been used by a police official in connection with one of the boldest of recent racket crimes — the kidnaping of stalwart, football-playing, 200-pound, twenty-four-year-old Lieut. John J. O'Connell, Jr., of the National Guard in Albany, on a ransom demand of $250,000. Public interest in the midnight abduction of young O'Connell from his own car, in front of the home of his parents, with only a handful of spilled cigarettes as a clue to the crime, was pricked by the fact of his being the cherished nephew of the politically powerful O'Connell brothers, Daniel P. and Edward J., Albany's Democratic leaders.

Underworld Connections

The phrase about "good" underworld connections cropped up while the O'Connell case was still young and mysterious.

"I am convinced that a kidnap mob from another section of the country abducted Mr. O'Connell," Chief of Police David Smurl was quoted. "I am also convinced beyond any doubt that the kidnapers had good underworld connections here."

No doubt the Chief only meant that they were powerful and well organized—just what an official by the Mediterranean would have meant, a few years ago, by "good Mafia connections."

Mussolini stamped out the Mafia, and that strengthens the faith that this country will stamp out the equally malignant kidnap racket.

Childhood is not spared, youth is not spared, age is not spared. Every human instinct and emotion is tortured. Whole communities suffer with anguished relatives. The heart of the world bleeds over a murdered baby. Children and grandchildren stand aghast at the dragging off of a harmless old man and the battering of his harmless old wife who sought to defend him.

This last barbarity occurred in Alton, Illinois, on the very day when the world learned of the O'Connell kidnaping. The Alton victim was August Luer, seventy-eight years old, president of the Alton Banking and Trust Company, former head of the Luer Packing Company. So great was the confidence of his fellow townsmen in him that "during the banking troubles preceding and during last March the announcement that his resources were behind his institution was credited with keeping it free of many troubles that other banks went through," says a New York *Times* dispatch from Alton.

An incident that was in keeping with his entire career was recalled by friends. "Last August, when $135,000 in bonds of the Alton Barium Products Company, which went bankrupt, were rated worthless, he paid them off in full. Altho not interested in the company, he had sponsored the sale and declared that he would pay from his own funds to maintain his good name.

Luer as a Citizen

"He kept 300 workers employed in the packing plant and hotel throughout the depression, and brought his bank through the financial crisis by substituting his own cash for whatever frozen assets the institution carried."

Such was the citizen picked as a victim by a kidnap gang, two men and a woman, who tore him from the side of his aged wife in his own home, at 9 P. M., when he was peacefully preparing to go to bed. The banker was in carpet slippers when the door-bell rang. He opened his own front door, and there stood the strange trio.

"We are trying to get in touch with Henry Busse," said one of the men. "We are strangers here. Can you help us?"

Mr. Luer, "inviting the trio in," the *Times* account runs on, "said he would call the home of Busse, a few blocks distant, and let them talk with him. He had lifted the phone receiver from the hook, and was ready to give a number, when one of the men and the woman seized him.

"The second man roughly seized Mrs. Luer, who is only a little younger than her husband, and thrust her into a hallway, after choking her. With the elderly banker feebly struggling and begging that his wife be spared, both men seized and lifted him and carried him out the front door.

"On the way his bedroom slippers dropped on the driveway. He was thrust into the car, which was rapidly driven away, and it was reported later that a second car, in which more members of the kidnaping gang sat, followed it.

"A few minutes later Mrs. Luer, recovered from a faint, ran outside screaming that her husband had been kidnaped."

From a later dispatch we learn that Mrs. Luer was knocked down three times and suffered a lacerated scalp. She remained under the care of her children, in a fever of anxiety for her husband, who had been subject to heart attacks, requiring the administration of nitroglycerin tablets.

Glancing over newspapers of the same date, one reads the head-lines, "Three Held in Attempt to Kidnap Banker" (this time in Virginia), "Two Seized in Ohio as Girl Vanishes," and, from Georgia, "Kidnaped Mail Carrier Is Safe." Casual items of a day.

North and south, east and west, no part of the country is untouched by the plague, nor is it worse in one section than in others. Such is the situation which an Associated Press dispatch from New York summarizes in its opening sentence:

"A distraught nation looked to-day to its Government for protection against kidnapers."

Epidemic of Kidnaping

That kidnaping "has become epidemic in this country" is admitted at the outset of a *Herald Tribune* editorial, which concludes:

"It is a challenge of major proportions. Fortunately, to judge from the efforts to meet it promised by local, State and Federal authorities, it is being recognized as such. The same public which condoned beer-running and has feebly protested against

IF HE WOULD SHOW HIS MIGHT!
—Jerry Costello in the Albany *Evening News*

forms of extortion involving property will insist on war to the knife against this hideous menace. And what it insists on it will get. Let the underworld tuck the warning away if it would escape annihilation."

That Washington is alive to the situation appears in the news. Thus, we learn from a *Times* dispatch that Attorney-General Cummings, "already engaged in a nation-wide war against the underworld, to-day ordered the use of all the facilities of the Department of Justice in the search for the abductors and their victim."

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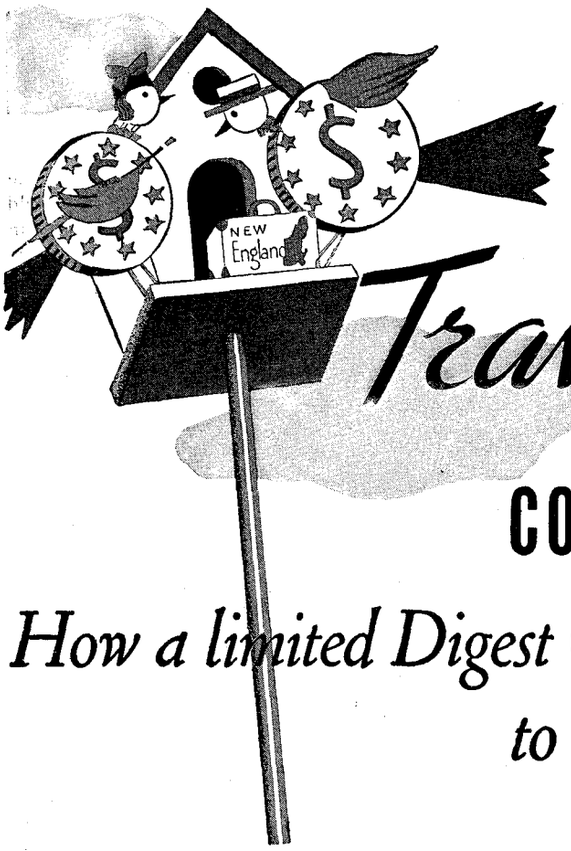


Traveling Dollars COME HOME TO ROOST

How a limited Digest Campaign brought $1,000,000 to New England . . .

IN the Spring of 1932, the New England Council placed four one-column advertisements in THE LITERARY DIGEST, selling New England to vacation seekers and offering a booklet.

Back from Cuba, California, Newfoundland, and New York came inquiries — thousands of them — giving the Digest second lowest inquiry cost among national magazines on the schedule.

"Maybe they just wanted the booklet," we thought. "How many of them really went to New England and how much income did they leave with New England merchants?"

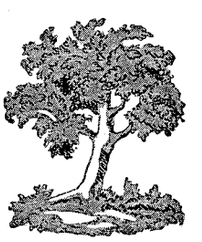
Out from an impartial agency went a letter and a questionnaire to five hundred Digest readers who had inquired. Did they go to New England? Did they persuade friends to go? How much money did they spend?

The percentages derived from this survey, applied to the total number of inquiries from Digest readers, show the following rather pleasing results:

1. Four one-column advertisements in THE LITERARY DIGEST created an active interest in New England in the minds of approximately 27,246 people.
2. Of these, 5537 vacationed in New England last year. Others plan vacations there later.
3. These 5537 people, spending an average of $166 each, left with New England merchants, $919,142 — nearly a million travelers' dollars — as a result of $3520 expenditure.
4. Those who sent for the booklet might be said to be the "new customers." Only the money spent by these new customers is included in our figures. Think of the thousands who, knowing their New England, needed only a reminder, and got it from the attractive Digest advertisements.

A complete report of this survey (of which the New England Council says: "Your conclusions are entirely logical and fair") will be sent advertising executives upon request. It proves beyond doubt that THE LITERARY DIGEST today is producing a dollar's worth of *verified* results for every advertising dollar spent — no matter how limited the appropriation . . . THE LITERARY DIGEST, 354 Fourth Avenue, New York.

A Little Advertising Money
Goes a Long Long Way
in The Literary Digest



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Lindbergh, Balbo, Mattern—Drama and Science Aloft

FOUR great figures of flying have been aloft again, stirring the imagination of the world, acting new episodes in the air drama—Colonel and Mrs. Lindbergh, General Balbo, Jimmie Mattern. They have exemplified in startlingly dramatic fashion the old and the new in aviation—the stunt flight and the scientific flight.

© International

Mrs. Lindbergh

Lone Wolf Jimmie Mattern streaks solo half-way and better round the world. He meets and conquers mishap after mishap—storms, fuel shortage, nausea from gas fumes, damage to his plane. But he is conquered at last, forced down by motor trouble near Anadir, in the Siberian wilds, on June 14. His ankle is broken, and he has other slight injuries. He has a small supply of chocolate and biscuits for food, also a gun given him by a friendly Russian a few stops back. He manages a sort of Robinson Crusoe life for two weeks, when he is found by friendly natives, who care for him until news that he is safe comes to a world that has given him up for dead—a year to a day, it is recalled, after he cracked up in Russia with Bennett Griffin in the course of another round-the-world flight.

There is drama that stirs the heart and imagination as little else can—the drama of the lone fighter against fate. The world rejoices at Mattern's safety, cheers him, and in the same breath scolds him for his foolhardiness, recommends that he be tied down to earth, and complains with the New York *Evening Post*—

"About all that he has done is to demonstrate the fact that a man who flies an airplane day after day, without stopping for proper rest, gets so tired on the third or fourth day that he can't fly as well as he could on the first day, and therefore cracks up his machine, gets lost in the wilderness, demands rescue expeditions, and makes himself a complete nuisance."

That is one sort of aviation. It was useful once (as when Lindbergh flew to Paris) in focusing attention on flying and its possibilities. Now it seems anachronistic, unnecessarily wasteful and hazardous.

Acme

Jimmie Mattern

Other sorts of aviation do mean something in terms of the present, do promise to bear fruit, and tell us things we believe it will be useful to know; and stir the imagination no less.

Balbo's Rome-Chicago flight—twenty-four planes manned by nearly a hundred men—for example, demonstrates the value of careful planning (two years in this case), the possibility of greater safety and dependability in flights of planes in groups in constant touch by radio with each other and with stations on shore. The project excites by its very magnitude.

The leisurely, cautious flight of Colonel and Mrs. Lindbergh to the north, to Greenland and Iceland, and perhaps beyond, has an even more definite scientific purpose, an even greater promise for the future. Out of the Lindbergh exploration, it is hoped and believed, will come at last the long-talked-of, long-promised passenger air-route to Europe.

© International

Col. Lindbergh

As a matter of fact, the Lindbergh flight and studies were planned to fit in with other similar researches backed by Pan-American Airways along the northern route. The J. R. Rymill and Bellknap-University of Michigan parties have been in Greenland for more than a year gathering weather data, according to the New York *World-Telegram*. Now, along with the Lindberghs, another party is advancing on the region—Maj. Robert A. Logan and a staff of technical experts. They are on the Danish steamer, *Jelling*, which will also serve as a base-ship for the Lindberghs and carries fuel, supplies, and radio equipment. The two parties plan surveys along the coasts of Labrador, Greenland, and Iceland. The Logan party will study ocean currents, map harbors, take soundings. From the air the Lindberghs will make records of temperatures, winds, and fog conditions, and photograph the coast-line, activities for which their Central American and Asiatic flights have prepared them.

Cases Which Prove That Sea in the Blood Is There to Stay

ONCE you get sea fever, there's no curing you. Betty Jacobsen, Ahto Walter, Tom Olsen, Peter Barber and Waldemar Brackel are cases in point.

Miss Jacobsen, a nineteen-year-old Brooklyn typist, comes by it honestly. Her father, Louis Jacobsen, is a Norwegian-American skipper. She aggravated the case, however, by typing for Alan Villiers his book, "Grain Race," an exciting, salty narrative of sailing-ships racing with cargoes of grain from Australian ports, round the Horn to Falmouth.

Acme

Betty Jacobsen

When she had read this story she wanted at once to sail on this year's race, on the four-master, *Parma*, of which Mr. Villiers is part owner. She went, accompanied by Ruby de Cloux, daughter of Skipper de Cloux, joint owner of the ship.

Miss Jacobsen was dressed in pink and white and wore a straw hat with a feather when she came back, "with a set of sailor's papers in the Finnish language." But she had worn trousers, woolen shirts, and oilskins. She had worked, and worked hard. A New York *Herald Tribune* reporter, viewing the pink-and-whiteness in which she returned, must have looked doubtful at this point of an interview, for she continued, "I mean it. I washed teak and polished brass, and Ruby and I stood watch just as the boys did. We didn't always go aloft, but we lent a hand on the halyards. Ruby and I were in the second mate's watch. Hilgard Pannes, of Manhasset, was with us. [Hilgard, son of John Pannes, passenger traffic manager of the Hamburg-American Line, returned to New York saying "Betty did swell."]

"Our clothes often were soaking wet when we came in from the watch on deck. There was a stove in the saloon, and everybody dried their things there. The food was simple. It was too simple for me. Every day we knew what we would have. We had salt horse on Monday, pea soup on Tuesday and stock fish on Wednesday; salt horse on Thursday, pea soup on Friday and stock fish on Saturday. On Sunday we had canned meat and potatoes and canned fruit."

Ahto Walter, the twenty-one-year-old Esthonian skipper of the twenty-six-foot sloop *Ahto*, another case in point, has

© International

CAPTAIN AND CREW OF THE *AHTO*

Ahto Walter, right, and Tom Olsen

crossed the Atlantic five times, never in a craft longer than thirty feet. His latest feat is racing the *Enterprise*, an English craft, captained by Peter Barber, 4,000 miles across the ocean from Gambia, West Africa, to New York. Walter won in fifty days.

Young Walter, who has visited the United

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To All Our FRIENDS

At the great World's Fair we are represented in our own spacious booth. If you happen to be in Chicago between now and November 1st, we should be delighted to have you visit us in the General Exhibits Building, First Floor, Group I, Space 23.

EDITORIAL MAKE-UP OF LITERARY DIGEST DRAMATIZED

A large section of our exhibition is devoted to The Literary Digest. You will be interested in seeing at first hand, some of the methods we use to make this magazine the world's widest-read news-weekly. In this dramatic display are represented hundreds of newspapers and magazines, covering every field of interest, which our Editorial Staff reads, condenses, and quotes in presenting all of the important news.

WORLD'S MOST COSTLY BOOK IN UNIQUE DISPLAY

Another feature of our exhibit is the world's most costly book in a unique display. Of course, the book in question is the Unabridged Funk & Wagnalls New Standard Dictionary, the production cost of which was $1,500,000 before printing. It stands over six feet from the floor and is surmounted by an illuminated band upon which appears a changing series of words. The visitor who breaks a beam of light, focused upon the base of the display, sets off a mechanism which opens the giant book at the definition of the word then appearing in the changing series.

WHEN YOU VISIT *The World's Fair* VISIT US

FUNK & WAGNALLS COMPANY

Free Directory to

AUTOMOBILE ACCESSORIES

If you own an automobile, if you want to keep down the cost of operation and get the greatest enjoyment using it this summer, write for a free copy of the Advertising Guide. The Guide is published as a service to Digest readers and contains a special listing of nationally-known automobile accessories. It gives you information on:

- TIRES
- GASOLINES
- LUBRICATING OILS
- BATTERIES
- BRAKE LININGS
- SPARK PLUGS
- POLISHES AND CLEANERS
- PISTON RINGS
- AUTOMOBILE RADIOS
- BULBS, etc.

It tells you who makes standard equipment and how to save money and assure trouble-free transportation. Write for a free copy of

THE ADVERTISING GUIDE

and refer to it before investing money for reconditioning your automobile.

The Literary Digest
354 Fourth Avenue, New York City

Please send me a free copy of the Advertising Guide.

Name.....

Address.....

.....

States twice before, is, so far as available records show, the first of his family to come down with sea fever. With Tom Olsen, his crew, it is different. Tom is the son of Capt. Thomas Olsen, a moving spirit, once at least, in the Gloucester fishing-boat races. Barber, in turn, caught sea fever from Walter, it would seem. Their first recorded contact was during the Esthonian's 1931 visit to this country.

This year the *Ahto* and the *Enterprise* fell in with each other off the African coast, and had an adventurous cruise together on that side of the ocean.

Barber and Brackel were attacked by hostile Sahara desert natives off the African coast. A rat gnawed a hole in their one water-keg. The clever, daring way in which Walter and Olsen transferred an extra one from the *Ahto* is an adventure story in itself.

Near Villa Cisneros, the Spanish penal colony, Barber and Brackel were detained because the authorities believed for a time they were in a plot to free prisoners.

During the voyage across the ocean—in vessels smaller than those of Columbus—Walter and Olsen lay sick and helpless for six days with fevers of 103½ and 105. They lived on potatoes, rice, peanuts, and a flour-and-water imitation of flapjacks.

They are safe and sound now in the United States, getting their fill of fresh meat and vegetables. After some sightseeing and the reconditioning of their ships, the four young Vikings are planning to sail southward and westward through the Panama Canal and across the Pacific.

Where Good Elephants Go

JUMBO, stuffed, went to college, and you may view his remains any day, in the Phineas T. Barnum Museum of Natural History at Tufts, where students and professors alike revere them.

With a similar instinct for honoring the illustrious dead, the American Museum of Natural History has just mounted the hide of Jumbo's huge successor, Khartoum.

Until his death in October, 1931, Khartoum fascinated millions of visitors at the New York Zoological Gardens. Ten feet, 10 inches tall, and measuring 26 feet from the tip of his trunk to the tip of his tail, he weighed 10,390 pounds. His skin alone was found to weigh 1,345 pounds.

It took sixteen men a year to tan it, and they used 500 gallons of gambier tan.

In the undertaking rooms at the American Museum, another zoo favorite, Tiny, has been prepared for exhibition. As Khartoum was one of the biggest elephants ever brought out of Africa, so Tiny was one of the littlest—so petite, in fact, that she weighed barely 4,000 pounds, and she was remarkably thin-skinned for an elephant, with only 140 pounds of hide. As the New York *Sun* recalls, most visitors thought her a baby elephant, yet, tho a mere six-footer, she was full grown—all the elephant nature intended.

Both Khartoum and Tiny have left spotless reputations, as enviable, almost as Jumbo's. Entering the zoo at the age of four and remaining there twenty-four years, Khartoum throve in captivity and was a model of elephant propriety.

HAIR COMING OUT?

Check It By This Famous Method To Avoid Baldness

Stimulate New Hair Growth!

A good head of hair is worth the finest care. Watch out if it is falling or thinning out—or baldness may result. Dandruff, sluggish circulation, impoverished hair follicles—these are the principal causes of this condition.

It requires something more than a "tonic" or regular washings of the scalp to check it and encourage new hair growth. It needs a powerfully stimulating, nourishing, activating treatment like

GLOVER'S

to get the results you want. Glover's Mange Medicine used in combination with Glover's Medicated Soap and Glover's System of Massage is the most potent scalp treatment ever discovered. It has saved the hair of millions of men and women. It will do it for you, too.

The clean breath of the pine forests in Glover's is the pine tar in it—without which it would not give you the same benefits. This makes it easy to distinguish Glover's from imitations of it.

Get Glover's Mange Medicine and Glover's Medicated Soap at your druggist's and start using this famous treatment today. Or have your Barber or Beauty Shop give it to you regularly.

Write for free booklet on Care and Treatment of the Hair by a famous authority.

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By Margaret Lockwood Andrews

Covers the entire field of entertaining from the simplest "bridge" and children's party to the most elaborate formal ball—invitations, menus, etc. Many illustrations. *$2.00; by mail, $2.14.*

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HOW TO USE ENGLISH

By Frank H. Vizetelly, Litt.D., LL.D.

Over 650 pages of valuable advice on how to make the most effective use of English. *The Honorable John Bassett Moore* says that the author "has preeminently earned the title Expounder of the English language." And *The Boston Globe* remarks: "A volume of valuable advice from a recognized authority." Price, $2.50; $2.64, post-paid. *All bookstores or the publishers,*

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The Steel Industry Stages a Dynamic Comeback

Steel Production Has Increased Rapidly and Steadily for Four Months. Busy Automobile Manufacturers Buy Steel—and Reemployed Steel Workers Buy New Cars

STEEL'S recovery stirs the imagination. "A shining streak on the business chart," it appears to one editor, while from another comes the confident word: "placing our faith in steel alone we may rest assured that business is going ahead."

"Mile long sheds that were dark, and rows of material that was gathering rust as 1933 dawned, are alive with fire and acrid smoke and hurrying men as the nation's steel industry, ordinarily a major barometer of business, reaches the mid year," comes an Associated Press report from Cleveland.

In Youngstown, center of the great Mahoning Valley steel district, come reports of thousands of persons going back to jobs and being taken off the relief rolls, and of automobile dealers selling twice as many cars as they were selling a year ago. A Youngstown business man tells Dale Cox of the Cleveland *Plain Dealer* of several steel workers' families he knows "that were on charity a month ago and to-day are riding in new automobiles."

Similar stories come from Pittsburgh, Wheeling, Chicago, and Birmingham.

The Actual Figures

The accompanying chart tells the story. From the low point in March steel production, as measured in percentage of capacity for production, has steadily increased. It was only 15 per cent. at the end of March but by the end of May it was up to 38 per cent. and by the first week of July it had passed the 50 per cent. mark. Here is what it means in production and employment as outlined by Paul P. Gourrich in the New York *Evening Post*:

"Steel ingots were produced last year at an average rate of 20 per cent. of capacity. During that time 9,000,000 tons of finished rolled products were turned out. The average number of wage-earners during the year equaled 206,631, or 187,000 less than in 1929. Each worked an average of almost 30 hours a week and produced about 43 tons of finished rolled products for sale.

"At present the rate is over 50 per cent. of capacity. In other words, steel plants are now operating at an annual rate equal to 22,500,000 tons of finished rolled products compared with 9,000,000 tons in 1932.

"At this rate, if hours and productivity per wage-earner remain the same as for 1932, one additional wage-earner would have to be rehired for every 43 tons of additional output, or 300,000 men. This, added to the 207,000 employed in 1932, would give a total of 507,000, or 114,000 more than were employed in 1929."

It is the story of a retreat suddenly becoming an advance. In the week ending March 25, steel operations were running 40 per cent. behind the rate for the corresponding week in 1932. By the end of April they were 8 per cent. ahead, by the end of May 58 per cent., and at the end of June they were 250 per cent. ahead of the 1932 rate.

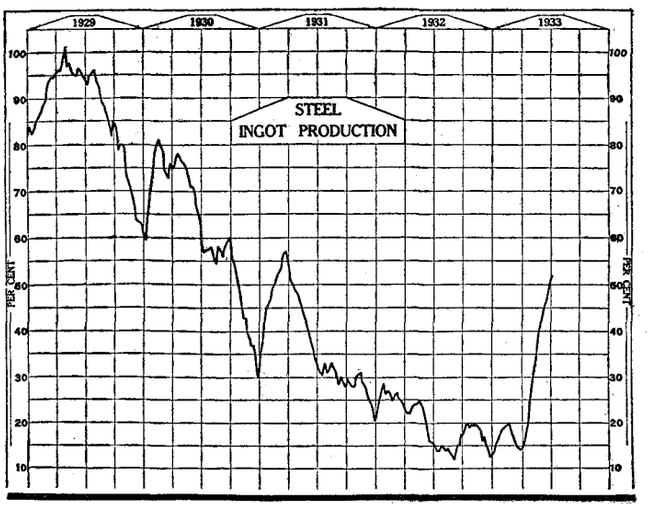
A Genuine Revival

At first it was thought that the spring pick-up was just a temporary reaction to the effect of the bank holiday. But as the activity persisted, it was seen to be a genuine revival. An early summer slump was then looked for, but now correspondents from the steel centers are postponing this until August and predicting a further increase of activity in the early fall.

Naturally the unfilled orders of the United States Steel Corporation have reflected this revival. These contracts showed decreases from November 1 last to March 31, then the reversal began in April, with that month, May and June each recording increases until at the end of June the unfilled tonnage of 2,106,671 is the highest figure since May 31, 1932.

There have been a few wage increases and price increases on certain products, but in general large-scale action awaits the drawing up of a code for the industry under the National Industrial Recovery Act.

The present demand for steel is thought in Pittsburgh, according to a New York *Times* correspondent, to be "only the beginning of a general making up of arrearages accumulating for nearly two years, when facilities were allowed to run down, repair and upkeep work being neglected and stocks of steel reduced to nothing or an unnaturally low level."



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THE SPRING SPURT IN STEEL PRODUCTION

Total United States production in percentage of productive capacity from January, 1929, to July, 1933

Who Buys the Steel?

And this demand, according to a New York *Evening Post* writer in Pittsburgh, comes almost entirely from the automobile industry and other makers of consumer goods. That is—

"Very little steel is now going, or likely to go in the near future, for building purposes for the oil and gas industry and to the railroads. The automobile industry is accounting for scarcely one-fifth of the steel being made.

"Almost three-fourths of the steel is going to what may be called miscellaneous outlets, other than the four just mentioned.

"In this category of miscellaneous there is one item, tin plate, that can be designated by name, accounting for around 15 per cent. of the miscellaneous steel, nearly all the tin plate going into cans; but the uses of tin cans are numerous: for fruits, vegetables, milk, oil, paint, varnishes, biscuits, tobacco, etc. Substantially all these lines have got an improved outlook lately."

Steel and Motors

It is interesting to note the mutual interreaction between revival of activity in the automobile industry and in steel. Here is no "vicious" circle, but rather a beneficent one. The automobile demand is the biggest single factor in putting steel workers back on the job.

And then, as Mr. Cox puts it in the Cleveland *Plain Dealer*, "a job in a Youngstown steel mill creates several jobs in Detroit auto plants and in Cleveland auto-parts plants," as the formerly unemployed steel workers become automobile buyers.

The surprizing fact about the increase in steel activity is the way it runs counter to the usual seasonal trend, so C. C. Bailey writes in *The Financial World*. Normally output drops off some 8 or 10 per cent. between late winter and early summer. But this year May output was double that of January. As Mr. Bailey interprets it:

"Regardless of how great a part the fear of outright monetary inflation has played in the recent trend, there is no question but that there has been a release of purchasing power and a real increase in consumption and production which may well constitute the initial stages of the upward spiral for which we have so long been waiting."

It is on the whole a healthy sign that miscellaneous consumption has expanded so materially and serves to emphasize the point previously made, that there has been a wide-spread psychological change.

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Our Philippine Gold-Mines

THE depression, as everybody will recall, has been stimulating gold-mining all over the world. Now we hear that in our own Philippines the industry is decidedly looking up. Maybe the attitude of the Filipinos toward the pending independence measure may be affected by this fact. *The American Chamber of Commerce Journal* of Manila declares that "during the next ten years, if not the next five years, Luzon is to win her real fame as a gold-field." When Dwight Davis was Governor-General, he reported that about $3,500,000 worth of gold was shipped out of the Islands in 1931. He added, as the New York *Times* quotes him:

"The principal mines have positive reserves blocked out that will keep them profitably engaged for many years. These mines employ a large number of people, and the region surrounding Baguio was the one bright spot on the economic horizon in the islands."

When William H. Taft was Governor-General, he came to the conclusion that there is abundant low-grade gold ore in the Philippines which would well repay the use of modern machinery. And so it has proved, notes *The Times:*

"The Benguet mine has now been paying dividends for seventeen years. It accumulated enough capital to acquire interests in other properties, which are growing from prospects into producers."

The Essential Family Car

AS minimum wages are being written into new industrial codes, and the standard of living becomes a matter of daily debate, the question arises, "will the automobile be recognized as part of the American standard of living?"

"Beyond question," answers the New York *Times*. In the first place, it points out, "a majority of relief agencies have held that ownership of an automobile is no disqualification for receiving public aid."

Then we have recently found out that immigrants, accustomed to a lower standard of living, promptly adopt the American standard with its smaller proportion of income spent on food, and with motor-car up-keep an essential part of the family budget. As *The Times* reminds us:

"The University of California has just published the results of a survey of 100 immigrant Mexican families in San Diego made in 1929-30. Fifty families were in the unskilled labor class, 20 families were of the semiskilled, 15 families of the skilled, the rest were of the white-collar class. The average family income was $100 a month. But no fewer than 26 families owned a car, at a monthly cost of about $12.

"When cheap labor meets the American standard of living, it is the latter that wins. Back home in Mexico people of the middle class spend nearly 60 per cent. of their income on food. The San Diego Mexicans spend 37.6 per cent. of their income on food. Twelve thousand American working families of non-immigrant stock studied by the Bureau of Labor spend 38.2 per cent. on food."

Associated Gas and Electric Company

Plan of Rearrangement of Debt Capitalization

Is the Plan Fair?

THE Plan extends to debenture holders three optional privileges which they have not previously had. Acceptance of any of them is entirely voluntary.

Option 3 involves no reduction of principal or interest, while on the other hand it offers debenture holders a possibility of increased income. It assures payment of the same rate of interest so long as the interest is paid on the debentures now outstanding. When those debentures are retired, the holder is entitled to increased interest, all on a cumulative basis, as compensation for placing the interest on an income basis. Even before all the debentures are retired he may receive additional interest.

Options 1 and 2 furnish debenture holders an opportunity to take for their debentures (which now sell at about 20 cents on the dollar) something more secure.

Under Option 2 they may take Income Debentures of the Company's immediate subsidiary with no change in principal and approximately a 20% reduction in income. Under Option 1 they may take fixed interest debentures of the same subsidiary with a substantial reduction in principal and income, but with a still better position and later convertible into Option 2.

A debenture holder who wishes a more secure position cannot fairly complain if in return he is expected to take some reduction in interest or principal or both. A debenture holder who regards this as too great a sacrifice for himself, cannot fairly complain if others are willing to make the sacrifice which he regards as too great.

No one need take a reduction in interest unless he wants an improved position. No one need take a reduction in principal unless he wants a still more improved position, and even this, at his option, need not be permanent. No one need take a reduction either in interest or in principal if he prefers to continue in his present position.

Savings Benefit Debenture Holders

The plan may result in a substantial reduction in interest charges. If it does, it will add to the safety of all of the debentures, new and old. The additional margin of earnings will be a protection against increasing taxes and rate reductions. And this element of increased safety should add to their market value.

The interest savings cannot go to stockholders. Available net income in excess of interest charges (as defined in the Escrow Agreement) to the extent of the net savings in interest charges, may only be used (except for expenses of the Plan) to retire debt securities of the Company and its immediate subsidiary and to buy in underlying debt securities held by the public, thus improving the position of all debentures of the Company.

While the stockholders cannot receive any interest savings from exchanges under the Plan, they take the risk of increased interest charges if Option 3 is more generally accepted than Options 1 and 2. The stockholders also forego income to the extent necessary for the sinking fund provided under Option 3. Additional protection against the possible consequences of adverse conditions is their compensation for these risks.

It is the belief of the management that the Plan is eminently fair to all classes of security holders of the Company, and that any honest criticism from this standpoint cannot but be the result of misunderstanding or misinformation.

Associated Gas and Electric Securities Company

Incorporated

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How the Securities Act Makes Sellers Tell the Truth

By Franklyn Waltman, Jr.
Of the Washington Bureau of the Baltimore *Sun*

SOME weeks ago when President Roosevelt recommended to Congress legislation regulating the sale of securities, he explained in his formal message that "this proposal adds to the ancient rule of caveat emptor the further doctrine 'let the seller also beware.'" The President added: "It puts the whole burden of telling the truth on the seller."

No better description of the spirit and letter of the "Securities Act of 1933," which Congress passed in response to the Presidential request, and which becomes effective July 27, can be given than those two brief sentences in the President's message.

Congress was inspired to pass this regulatory legislation by estimates that during the last ten years American investors have lost between $17,000,000,000 and $25,000,000,000 through incomplete, careless or false representations about securities they have purchased. Unfortunately, the doctrine of "let the buyer beware" has opened the way for the sale of millions of dollars of securities to the gullible, the careless, and the indifferent.

The new legislation is not an experiment, but was modeled after statutes in Great Britain, France, Belgium, and Germany, particularly the British Companies Act, altho not so severe as the latter.

How the Law Works

First of all, the new act makes it unlawful for any person to sell or offer for sale, through the mails, radio, or other interstate channel of communication, any security, whether a new or an old issue, by means of any untrue statement of a material fact or by means of any other device, scheme or artifice to defraud. In testing the truth of a statement, the act requires that there must not be "any omission to state a material fact necessary in order to make the statements made, in the light of the circumstances under which they were made, not misleading."

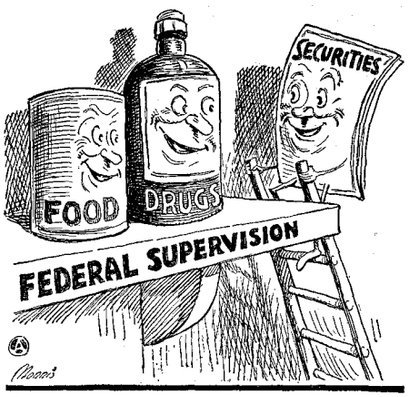
Criminal prosecution in the Federal courts is provided for persons violating this section, and on conviction the penalty shall be a fine of not more than $5,000 or imprisonment for not more than five years or both. But in addition, the purchaser of such securities may sue either at law or equity to recover the sum paid for the security, with interest thereon, less the amount of any income received from that source.

So much for that part of the new law which deals with the sale of *all* securities. After the act becomes effective it shall be unlawful to make "any new offering" of securities, with certain exceptions, to the public, without twenty days previously filing with the Federal Trade Commission a registration statement under the terms and conditions prescribed by the commission. The duty of registering the security rests on the officers of the corporation or partnership issuing it, or in the case of foreign securities, the American underwriters.

But it shall be unlawful for any person to sell or offer to buy or to transport in interstate commerce or to transmit any prospectus relating to a "new offering" of securities that has not been registered.

Already the question has been raised as to the exact meaning of the term "any new offering" of securities, and what is meant by "a public offering." Since the act does not define the terms, it is expected that the Federal Trade Commission will soon hand down rulings to guide the financial world.

For the present the Trade Commission experts take the view that any securities that were not sold by the issuer sixty days prior to the effective date of the act would constitute a "new offering," even tho such securities represented a part of an offering made prior to this time. The question has been asked of the Trade Commission whether an offering of stock by a corporation exclusively to its shareholders would constitute an offering to the public. Informally, the answer is that it would, but that also is a matter the commission will soon determine definitely.



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WELCOME TO OUR CITY
—Morris for George Matthew Adams Service

Registration of Securities

In filing a registration statement for an offering of securities the issuer must supply fifty-six pieces of information, ranging from length of time issuer of the securities has been in business to a detailed balance sheet, a profit-and-loss statement (both to be certified by registered, independent accountants), a list of all holders of 10 per cent. or more of the capital stock of the issuer, or if none, then the ten largest stockholders and the sums paid in the way of commissions or promotion fees, including persons to whom options are given or sold, for the sale of the securities.

This statement must bear the signature of the principal executive officer or officers, the principal financial officer, the principal accounting officer, and a majority of the board of directors of the issuer. Each and every person signing the statement is made responsible for the accuracy of each statement, and will be subject to civil liability in the case of untrue or misleading statements by the purchasers of the securities, unless it can be shown the purchaser was aware of such untrue statement.

Civil liability in the amount paid by the purchaser also attaches to all directors of the issuer and to every accountant, engineer or appraiser, or any person "whose profession gives authority to a statement made by him, who has with his consent been named as having prepared or certified any part of the registration statement," and to all underwriters of such securities.

The criminal penalties already mentioned also apply to any person convicted of selling a "new offering" of securities not registered, or who attaches his signature to a registration statement containing a statement he knows to be, or by reasonable inquiry could ascertain to be, false or misleading.

Minor Provisions

The act also requires that certain specified items of the information given in the registration statement must be printed as a part of any prospectus offering the stock for sale. Such a prospectus must be given to a prospective purchaser when first solicited and at the time of the delivery of the securities. When a prospectus consists of a radio broadcast, copies of it must be filed with the Trade Commission five days prior to its delivery.

Another provision of the act, which applies in particular to newspapers and the so-called "tipster" services, makes it unlawful for any person to publish or give publicity to any notice or communication "which tho not purporting to offer a security for sale, describes such security for a consideration received or to be received, directly or indirectly, from an issuer, underwriter or dealer, without fully disclosing the receipt, whether past or prospective, of such consideration and the amount thereof."

Among the securities exempted from all parts of the act, except that which forbids sales by means of artifice or untrue statements, are all securities issued by or guaranteed by the Federal, State and municipal governments, or political subdivisions; securities issued by national banks, building and loan associations, policies and endowment contracts of insurance companies subject to State supervision, and railroad securities under supervision of the Interstate Commerce Commission.

Notes, drafts, bills of exchange and acceptances arising out of current transactions are exempted from the act, as are brokers' transactions, executed on customers' orders on any exchange or over the counter, but not the solicitation of such orders.

The entire purpose of the act is to require the issuer and seller of securities to supply the purchaser with every material fact regarding the securities.

It is the duty of the Federal Trade Commission to check the information filed with it, and if it is found inaccurate, to suspend the registration of the security issue and to prosecute those violating the law.

Once all this has been done, if the investor buys worthless securities, he does so with his eyes open.

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The Spice of Life

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Brazen Salute the Latest.—"How is it that you can kiss so divinely?"

"Oh, I used to blow the bugle in the Boy Scouts."—*Lord Jeff.*

Dodo's, Maybe.—MESS COOK—"Did you say you wanted those eggs turned over?"

HARD-BITTEN GOB—"Yeah, to the Museum of Natural History."—*Virginia Mountaineer.*

Virtuous Ghost.—PRODUCER—"If I make you a star you must lead a life of strict decorum."

ACTRESS—"But can't my understudy do that?"—*Everybody's Weekly.*

Medicinal Millinery.—"My treatment is doing you good. You are looking much better to-day."

"Oh, I always look much better in this hat."—*Medical Opinion.*

Might Try a Pillow.—"Can I sell you a burglar alarm?"

"No, but if you've got anything that will keep my wife from waking up when one visits us, trot it out."—*Benton Times.*

No Perquisites.—MR. A—"Is there any truth in the report that MacTavish has bought the gasoline station?"

MR. B—"Well I don't know for sure, but the 'Free Air' signs have been taken down."—*Streatham News.*

And Regular.—

For tidiness the Scot
Is hard to beat.
A Scotchman even likes
His whisky neat.
—*Boston Transcript.*

---

1 Thumb = 2 Legs.—"Jones expects 100 per cent. disability on his accident-insurance policy. He says he is completely incapacitated by the loss of a thumb."

"What's his vocation?"

"He's a professional hitch-hiker."—*Foreign Service.*

Orthography for July.—"Now, if I write 'n-e-w' on the blackboard, what does that spell?"

"New."

"Now I'll put a 'k' in front of it and what have we?"

"Canoe."—*Boston Transcript.*

Dose of His Own Medicine.—"I suppose at the efficiency expert's wedding you didn't do anything so wasteful as throwing rice."

"Oh, yes we did; but as a concession to his teaching we had the rice done up in cotton bags, each missile weighing two pounds."—*Rocky Mountain News.*

Under Her Thumb.—"And you have had the same servant for two years?"

"Yes," replied Mr. Crosslots. "She says she doesn't believe in changing after she has gone to the trouble of teaching a family her ways."—*Washington Star.*

Blow to Thrift.—

They always taught me to save string—
(A real New England caper)
But how can I run true to form
When stores now use gummed paper?
—*H. I. Phillips in the Rochester Democrat and Chronicle.*

"Say, boss, if you must snore, I wish you'd try and keep time with the engine."
—*Tatler* (London)

Silver Lining.—MAID (having dropped expensive vase)—"Those colored bits will look lovely in the rockery, ma'am."—*London Opinion.*

Up the Other Alley.—The Congressman's wife sat up in bed, a startled look on her face. "Jim," she whispered, "there's a robber in the house."

"Impossible," was her husband's sleepy reply. "In the Senate, yes, but in the House, never."—*Log.*

Easy Divorce.—A firm advertised for a stenographer and next morning was overwhelmed with applicants. The office boy was told to admit no more.

Shortly after this an aggressive lady arrived, and pushing her way past the others, demanded to see the boss. By this time the office boy had grown deaf to all protestations, and had but one answer.

"Not to-day, madam," he said.

"But I'm his wife."

"Not to-day, madam," was the inexorable answer.—*Boston Transcript.*

Slips That Pass in the Night

Prevailing Type.—Wanted elderly wan caretaker for small ranch, permanent home for right man.—*Arizona Republic.*

Referred to the Economic Conference.—"How should bullion be eaten?

—*Etiquette column of a Denver paper.*

Pass the Towel.—Monnie's eyes never heard the postman's step on the walk of mornings but her heart beat faster, her palms grew wet.—*Seattle paper.*

Big Shots.—U. S. Army cannon at seven local garrisons will roar at noon no less than thirty-six times—one gun for each of the forty-eight States.—*New York paper.*

You Can't Blame 'em.—

2 MEN IN EGG
CASE PROTEST
—*Sioux City paper.*

Heroic Treatment.—Everett C. Russell, who injured his knee a week or ten days ago, is improving and has been able to walk on it some the last two or three days.—*California paper.*

Might Grease Senator Sorghum.—

GREASED PIG RACE
PATRIOTIC SPEAKING
GREASED POLE CONTEST
AND OTHER FUNNY EVENTS
—*From a July 4 poster at Refugio, Texas.*

Social Reunion.—There are so many special Prohibition agents sneaking about even now after the law has been practically nullified, that two squads recently met, and, mistaking each other for rum friends, killed and wounded several.—*San Bernadino paper.*

Don't Step on Frau Nazi.—The financing of 150,000 marriages is part of Chancellor Hitler's scheme to stimulate the Reich's economy.

The state offers free loans to prospective couples, with the condition that the bride shall not engage in any occupation other than mousewife.—*Seattle paper.*

Back to Nature.—WANTED—To trade saxophone in fancy case for fresh cow.—*Boone (Ia.) paper.*

Dancers Must Eat.—Private dancing lessons for table oil stove, or anything useful.—*Fort Myers (Fla.) paper.*

End of the Honeymoon.—Trade diamond wedding ring for twin beds.—*Everett (Wash.) paper.*

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